MOTION PICTURE

EXHIBITOR

Plus...
SHOWMEN'S TRADE REVIEW

Founded in 1933 by
CHARLES E. "Chick" LEWIS

JUNE 7, 1961 | Volume 66 | Number 1

IN THREE SECTIONS • THIS IS SECTION ONE



Texas Censor Law Exempts Pictures

(See Page 10)

Industry Eyes '61 Mich. Fair

(See Page 11)

Jack Warner, president of Warner Brothers, will welcome top newsmen from all over the country to the WB Film Jubilee at west coast studios this week, designed to show off top upcoming Warners' features.

20th-Fox "VOYAGE" Campaign Reaches Everyone . . . see page 13

MEMO: YOU ARE CORDI

a personally conducted

VOYAGE TO THE BOTTOM OF THE SEA



at the dates and
places listed

LY INVITED TO ATTEND

You will be a guest of 20th Century-Fox for the screening of

VOYAGE TO THE BOTTOM OF THE SEA

in the morning, followed by luncheon, followed by a merchandising seminar.

This will be conducted by one of the master showmen of the industry, producer-director-writer

IRWIN ALLEN

who will outline the complete merchandising campaign.

Come to the session which fits your schedule and is closest to you.

Bring your advertising director, your buyer, your booker—anyone who is showmanship-conscious.

Get in touch with the local branch manager.

We would like every showman in the country to learn about the showmanship picture of the year. So come one and all on **THE INDUSTRY'S MOST SEE-WORTHY VOYAGE.**

C. GLENN NORRIS
General Sales Manager

DATES AND PLACES

Monday, June 12
PHILADELPHIA
314-20 N. 13th St.

Tuesday, June 13
BOSTON
115 Broadway

Wednesday, June 14
CHARLOTTE
308 S. Church St.

Thursday, June 15
ATLANTA
197 Walton St., N.W.

Friday, June 16
NEW ORLEANS
200 S. Liberty St.

Monday, June 19
DALLAS
1400 St. Louis St.

Tuesday, June 20
CHICAGO
1260 S. Wabash Ave.

Wednesday, June 21
TORONTO
110 Bond St.

Thursday, June 22
DETROIT
2211 Cass Ave.

Friday, June 23
KANSAS CITY
1720 Wyandotte St.

Tuesday, June 27
LOS ANGELES
1620 W. 20th St.



*Take This **VOYAGE** For Your **TOP** Summertime Profits!*



SOON
from
20th
CENTURY-FOX
in the tradition of

THE ROBE

THE SONG OF
BERNADETTE

A MAN
CALLED PETER

THE KEYS OF
THE KINGDOM

FRANCIS OF ASSISI

43 Years of Service to the Theatre Industry

Founded in 1918. Published weekly by Joy Emonuel Publicotions, Incorparated. Publishing affice: 317 North Brood Street, Philadelphio 7, Pennsylvania. New York field office: 8 East 52nd Street, New York 22. West Coast field affice: Poul Manning, 454 S. Rexford Drive, Beverly Hills, Colif. London Bureau: Jack MocGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and generol monager; Albert Erlick, editar; M. R. (Mrs. "Chick") Lewis, associate editar; Gearge Frees Nanomaker, feature editor; Mel Konecaff, New York editor; Albert J. Martin, advertising monager; Max Codes, business manoger. Subscriptians: $2 per year (50 issues); and autside af the United States, Canado, and Pan-Americon countries, $5 per year (50 issues). Special rates for twa and three yeors on opplicotion. Second class postage paid at Philadelphia, Pennsylvonia. Address all officiol cammunicotians to the Philadelphia publishing affice.

MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 1

JUNE 7, 1961



"WE CAN'T PLAY OSTRICH"

JONAS ROSENFIELD, JR., Columbia vice-president in charge of advertising and publicity, gave the recent meeting of the COMPO executive committee a decided lift as he outlined tentative plans for an all-industry promotion program.

The idea, which stems from a presentation made by Columbia director of advertising, publicity, and exploitation Robert S. Ferguson at a Famous Players Canadian Corporation convention in Toronto, is designed to increase boxoffice activity by involving exhibitors at the grass-roots level in promoting the industry's product with all distributors.

The plan envisions presentation of the industry's best promotional ideas by qualified representatives of distribution at a series of regional meetings attended by exhibitors and the press and broadcasting personalities.

We operate today in a highly unpredictable market, and no one can be certain just what will do business.

Emphasis would be on merchandising concepts rather than a lineup of particular pictures, although proponents hope a strong September-December slate of films can get the plan off to a flying start.

Another facet of this plan that appeals to us is the fact that at the grass-roots meetings, which would take place in at least 50 cities, managers and assistant managers would be in attendance. These are the men whose enthusiasm for the industry must be fanned and who must be convinced there is still a bright future for this business.

In effect, what we have here is a pump-priming effort in which the key word is cooperation. Rosenfield envisions the project as a long-range program that can build the audiences of the future.

In any event, the idea gave the COMPO meeting a shot in the arm and offered a direction in which efforts to revitalize the industry could be channeled.

As Sam Pinanski observed, "We can't play ostrich . . . we've got to fight back." Rosenfield's plan seems a fine place to begin that fight.

READING THE RIOT ACT

THE NEW MAN in charge of the important Federal Communications Commission, chairman Newton N. Minow, read the riot act at a recent meeting of broadcasting executives to the accompaniment of a hearty "Amen" from the public.

Minow served notice that it was time station owners and sponsors started to live up to their obligations as "trustees of the public airwaves." It is no secret that the violence and mediocre programming so prevalent on TV and radio today have driven many to other forms of entertainment. Certainly, the motion picture industry has benefited from this disenchantment as people rediscover the joys of a night at a good movie, free from commercials.

Minow criticised the concentration of power in the hands of just three networks and warned that the licenses of some might well not be renewed.

Supposedly the public still owns the airwaves. They are entitled to some thought, and being bombarded by three or four commercial announcements after the playing of a single record is too much to swallow. As Minow pointed out, "We may have a half dozen networks instead of three." Declaring himself opposed to political censorship, Minow stated that pay-TV will be given "a chance to compete."

We don't happen to think pay-TV is the answer. The experiment in Etobicoke, Ontario, by all signs, seems to be running out of gas as the public tires of its new toy. Our industry's concern is with the havoc that pay-TV could wreak before it became evident that it would not work.

So Minow's statements take on added meaning. If programming in TV does not attain a higher level, arguments for pay-TV seem that much more sensible. From persons who know comes the knowledge that our English cousins, even on their commercial TV channels, are not plagued as we are. Pressure selling is not permitted, and program standards are higher. The infuriating flood of commercial announcements would appear to be purely an American phenomenon.

Mr. Minow has gone to the heart of a serious problem. Maybe what the motion picture industry needs is a leader just as forceful.

". . . LET HIM NOT GO BAREFOOT"

TO PARAPHRASE a Spanish proverb, *"To reply to a nasty remark with another nasty remark is like trying to remove dirt with mud."* Our industry, unfortunately, has more than its share of mud-slingers.

Recently, a well known and respected producer, William Perlberg, in visiting various cities to generate new stories on his pictures, which exhibitors are asked to pay 50 per cent of the gross to play, saw fit to tell the press that theatres as they exist today are doomed to extinction. Naturally, this sage advice was featured in the papers as though theatres did not have enough woes without Mr. Perlberg.

He also saw fit publicly to criticise Jerry Wald, another respected member of the producing fraternity who has always been known as a constructive force. Certain critics made unpleasant remarks about one of Mr. Wald's recent films, whereupon Mr. Perlberg added to the lambasting instead of minding his own business.

The right to express opinions, even distorted ones, belongs to everyone. But for one producer to throw the hooks into another seems cruel and unjust as well as harmful to the whole industry.

We are surprised and disappointed at Mr. Perlberg's action.

To return to the proverb, Benjamin Franklin once said, *"He that scatters thorns . . . let him not go barefoot."*

NEWS CAPSULES

BROADWAY GROSSES

"Pleasure" Only New Entry

NEW YORK—Radio City Music Hall, where Paramount's "The Pleasure Of His Company" opened very well, housed the only new attraction this week.

"RETURN TO PEYTON PLACE" (20th-Fox). Paramount reported the fifth and last week as $19,000.

"THE PLEASURE OF HIS COMPANY" (Paramount). Radio City Music Hall claimed $106,000 for Thursday through Sunday, with the opening week sure to top $162,000. Stage show.

"GONE WITH THE WIND (MGM). Loew's State hit $25,000 for the sixth week.

"EXODUS" (UA). Warner stated the 25th road show week was $40,000.

"SPARTACUS" (U-I). DeMille reported the 35th road show week at $15,000.

"THE LAST TIME I SAW ARCHIE" (UA). Victoria announced the second week as $22,000.

"THE YOUNG SAVAGES" (UA). Astor did $24,000 on the second week.

"RAISIN IN THE SUN" (Col.). Forum claimed $9,500 for the 10th week.

"PEPE" (Col.). Criterion announced $12,-000 for the 24th week.

"ON THE DOUBLE" (Paramount). Rivoli had a $17,000 third session.

"THE SECRET WAYS" (U-I). RKO Palace estimated that the second week would tally $8,000.

Burma Bottleneck Cleared

NEW YORK—The long suspension of American film imports to Burma has ended, according to a report from Charles Egan, Motion Picture Export Association of America representative for Southeast Asia.

For the past 15 months the major American film distributors refused to ship films to Burma because a government decree would have required them to distribute through Burmese commission agents.

Egan indicated that after lengthy and amiable discussions, the Burmese authorities recognized the unusual nature of film imports and the highly specialized nature of the film distribution business. Following these discussions, appropriate adaptations were made in the decree's application to films and shipments were renewed.

Toll-TV Hearing Delayed

LITTLE ROCK—The Arkansas Public Service Commission postponed hearing on pay-tv from June 1 to June 19.

The hearings are to be held on the petition of Midwest Video Corporation, which holds a Telemeter franchise for Little Rock, and which seeks to have the Public Service Commission order the Southwestern Bell Telephone and Telegraph Company to set up rates and facilities for a cable system to serve closed circuit tv.

The petition is being opposed by the Independent Theatre Owners of Arkansas, which raises the point that the Public Service Commission has no jurisdiction.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JUNE 5

Plenty Of "Fireworks" At S.F. Censor Effort

By MARK GIBBONS

SAN FRANCISCO—For the first time in memory on Film Row here, an attempt at censoring movies was made by city police—and it boomeranged last week (June 2). Before it was over, even Police Chief Thomas Cahill had to eat crow for the over-zealous activities of his men.

On May 23, plainclothes inspectors raided The Movie, a flourishing North Beach art and foreign film house where the multi-prize winning "Fireworks," a picture with a homosexual theme, was showing. The cops confiscated the film and the theatre's projector and arrested exhibitor Gil Taylor on charges of displaying a "lewd and obscene" picture.

When Taylor was arraigned last Friday before Municipal Judge Andrew J. Eyman, the exhibitor never even had time to plead guilty or innocent. District Attorney promptly moved that the charges be dropped. The D.A. explained that Chief Cahill had viewed "Fireworks" and reported it was neither lewd nor obscene.

"It might give offense to some persons because of its theme," Cahill said, "but there is no legal definition that could prohibit its exhibition."

Previously police had attempted to prevent "Fireworks" from playing in Los Angeles but were promptly overruled in Superior Court.

"Fireworks" has won film competition awards at Biarritz, Paris, Brussels, and Cannes.

The San Francisco action is the latest in a series of censorship attempts on a local level that are being viewed with concern by the industry. Such efforts point up the difficulty of local interpretation of the meaning of "obscenity."



The industry recently honored Irving H. Greenfield, second from right, counsel for MGM, at the annual luncheon at the Essex House in behalf of the United Jewish Appeal of Greater New York. Looking on are, left to right, Samuel Rosen, executive vice-president, Stanley Warner Corporation; Barney Balaban, president, Paramount Pictures; and Laurence A. Tisch, chairman of Loew's Theatres, Inc., and Film Division's 1961 chairman. Greenfield was presented with an inscribed hand engraved silver Bible.

FILM FAMILY ALBUM

Gold Bands

Beverly Friedland, secretary to **Merlin Lewis,** administrative secretary of the American Congress of Exhibitors, was married to **Nat Weitz,** president, Bondwitt Sound Engineering Company.

Obituaries

Edward C. Cahill, 60, former president, RCA Service Corporation, service division of RCA, died recently in Haddonfield, N. J. He had been in semi-retirement for several years due to ill health. He is survived by his wife, a son, a daughter, and two sisters.

John F. Caskey, 58, long a lawyer representing 20th Century-Fox in anti-trust cases, died of a heart attack at his Stamford, Conn., home. He was a partner in the New York law firm of Royal, Koegel, and Rogers. He is survived by his wife, a daughter, and his father.

Carl G. Cooper, second vice-president, IATSE, died of a heart attack in Los Angeles. He had been business agent of Los Angeles Stage Employes Local 33 for many years and was also a member of the board of directors of the Los Angeles Central Labor Council. He is survived by his wife.

Toby Harris, Moon Light Drive-In, Trion, Ga., died at his home recently.

John J. Scanlon, Sr., 62, Danbury, Conn., city manager for Stanley Warner Theatres, died suddenly. He had been with SW and its predecessor company Warner Brothers' Theatres, for over 30 years. Most of the time he worked at Warner, Torrington, Conn. His son, **John, Jr.,** operates the Strand Winsted, Conn., on lease from Lockwood and Gordon Enterprises.

Joe Stuches, Highway Drive-In 6, Cedartown, Ga., died at his home following an illness.

Samuel E. Weber, about 60, for 30 years manager of the New Haven, Conn., Film Service, formerly Rosen's Film Delivery Service, died of cancer.

Republic Stock Sold

NEW YORK—Gordon K. Greenfield, president, America Corporation, and Victor M. Carter, president and chairman of Republic Corporation, announced that America Corporation had purchased most of the stock of Republic Coraporation held by Carter, its largest single stockholder. No changes in management policies or personnel are contemplated. America purchased 265,420 shares of Republic common with its interests now about 13 per cent of 2,004,190 shares of Republic common outstanding.

A diversified industrial holding company, America Corporation's principal subsidiaries are Pathe Laboratories, Virginia Metal Products, Inc., and Portsmouth Gas Company.

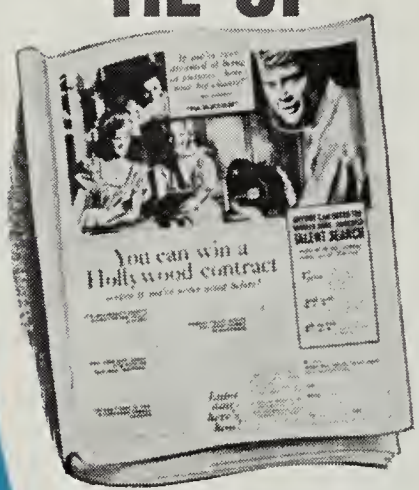
Republic owns Consolidated Film Industries of Hollywood and Fort Lee, N. J., distributes feature films to television stations, and rents studio facilities and equipment to producers. A major division is Consolidated Molded Products Corporation.

WARNER BROS. HAS BACKED A BOY NAMED PARRISH WITH ONE OF THE MOST INTENSIVE CAMPAIGNS IN ITS HIT-MAKING HISTORY



YOU CAN MAKE PARRISH THE YEAR'S GREATEST SMASH!

USE THE PARRISH WARNER BROS. FAIRCHILD TIE-UP



Half a million dollars in merchandising expenditure with national TV personal appearance tours, and full page ads breaking in Life, Seventeen, Sunday Supplements, Fan & Photo magazines will tell everyone about the Warner Bros.-Fairchild Talent Search. Anyone can make their own Screen Test at home with the amazing new, easy to rent Cinephonic camera which captures both action and sound right on the film. A special Talent Search Trailer is ready to go to work for you familiarizing your audience with this promotion.

USE THE PARRISH ADVERTISI IN-DEPTH CAMPAIG



From eye-stoppi teasers in every s you need them f eye-catching displa Parrish really tel and sells its story a way of a young intr in Connecticut' 'Million Dollar Mi and his three lov

PARRISH stars TROY DONAHUE
CLAUDETTE COLBERT
KARL MALDEN · DEAN JAGGER
and Parrish's three loves...
CONNIE STEVENS
DIANE McBAIN
SHARON HUGUENY

From the novel by MILDRED SAVAGE
music by MAX STEINER • written, produced and directed by DELMER DAVES



ISE THE ARRISH RADIO- ACTIVE AMPAIGN



Troy Donahue, Connie Stevens, e McBain doing spot ommentaries on Advice to Girls," Advice to Boys," uble with Women," vorite Type of Man" and many other y items for the local J. The young stars Warner Bros. also tie nto time, traffic, her announcements nd station breaks. your platter now and use it with your lar spots to give you the most exciting campaign in years.

USE THE PARRISH SOUND-TRACK ALBUM



The sweet sounds of Parrish are enchanting airwaves and eardrums on a nation-wide scale. The Max Steiner score has an echoing magic that lingers long after you've heard it. Climbing fast on the "hit song" listings, DJ's everywhere are spinning a lively Parrish platter from Warner Bros. records.

USE THE PARRISH SPLIT-SCREEN TV CAMPAIGN



Here's a fabulous first from Warner Bros. Anybody who has a TV show can personally conduct a live interview with the stars of Parrish. Each interview segment runs less than five minutes and is climaxed by scenes from Parrish. In addition, six TV trailers have been prepared. Two one-minute, three 20-second and one 10-second spot—with "open ends."

USE THE PROVOCATIVE PARRISH BEST-SELLER



The original hard-cover edition was a Literary Guild Selection. Pocket Books has now released a Giant Cardinal edition—featuring Troy and Connie in color.

is exciting material available to you sell the most exciting young stars in America today! GET YOUR PARRISH KIT! GET YOUR PARRISH PRESS BOOK! CONTACT YOUR WARNER MAN NOW!

New Texas Censor Law Exempts Pix

Code-Approved Features, Those Legally Imported Not Covered By Statute As Industry Wins Battle

DALLAS—The Texas Legislature recently passed an anti-obscenity law which fully recognized the value of the Production Code of the Motion Picture Association of America. Although it was expected originally that the bill would greatly hamper motion picture exhibition in Texas, industry efforts led by Texas COMPO helped the Legislature to recognize the value of self regulation.

"The provisions of this Act shall not apply to any motion pictures produced or manufactured as commercial motion pictures which have the seal under the Production Code of the Motion Picture Association of America," the act reads in its final form. It also states that films which legally move in interstate commerce under Federal law are not affected by the Act, as well as legally imported films which pass inspection of the Government Customs Office.

Another salient part of the Act states that obscenity may be defined as applying to "contemporary community standards." It states that the term "contemporary standards shall in no case involve a territory or geographic area less than the State of Texas." The important provision bars local legislative bodies from acting on their own in opposition to the provisions stated in the Act.

The successful industry battle to win exemption from the harsher aspects of the new Texas law illustrates the value of all-industry cooperation, COMPO spokesmen pointed out.

The history of the new anti-obscenity statute is a strange one. In its original form, it would have lumped commercial motion pictures made b ymajor companies into the same category as stag and smoker reels. It had moved a long way toward passage before industry forces could muster their battle against it. The geographic stipulation stemmed from the industry contention that if each locale within the state were to decide the question of obscenity for itself, the confusion would be enormous.

Pickus To Address Va. Meet

RICHMOND, VA.—Albert M. Pickus, president of Theatre Owners of America, will address the annual convention of the Virginia Motion Picture Theatre Association, at the Ingleside Hotel, Staunton, Va., in July, Roy Richardson VMPTA president, announced.

The convention will be held July 19 and 20. Pickus will address one of the principal sessions reporting on the state of the industry and TOA activities.

Herman M. Levy, general counsel of TOA, will also attend the meeting, Richardson said. The Virginia unit affiliated with national TOA last spring.

MGM Declares Dividend

NEW YORK—A regular quarterly dividend of 40 cents per share, payable on July 14 to stockholders of record June 16 was declared by the board of directors of Metro-Goldwyn-Mayer, Inc.

This is the fourth dividend payment on the basis of 40 cents per share per quarter.

New Injunction Denied in Indie Poster Suit

PHILADELPHIA—Preliminary injunctions against National Screen Service, who pursuant to winning an anti-trust suit against them notified them it would stop furnishing standard advertising accessories after May 16, were denied to Mitchell Pantzer, Independent Poster Exchange, Philadelphia; Harry Vogelstein, Theatre Advertising Company, Baltimore, Md.; and Murray Lipp, Midwest Poster Service, Chicago, in U.S. District Court.

Although it was claimed by the plaintiffs in their motions that this action will "force them out of business," Judge Kraft ruled that "no new evidence was presented to warrant the issuing of an injunction."

Goldwyn Awarded $300,000 In Suit

SAN FRANCISCO—Samuel Goldwyn was awarded $300,000 or $100,000 trebled, in his anti-trust suit against 20th-Fox, National Theatres, Fox West Coast Theatres, and Fox West Coast Agency Corporation by Federal Judge George B. Harris, who determined the amount of damages after finding that Goldwyn had proven his case insofar as liability of the defendants was concerned.

Goldwyn had asked for $1,755,000 total damages in his suit which dated back to 1950. The producer had proven, the court found, that exhibitors and distributors worked together against him in the past with such Goldwyn pictures as "Secret Life Of Walter Mitty," "Bishop's Wife," "Best Years Of Our Life," "A Song Is Born," "Roseanna McCoy," "My Foolish Heart," and "Enchantment."

The producer had asked for damages on the grounds that the defendants had employed monopolistic practices in barring him from competitive distribution and showing of the motion pictures involved.

Judge Harris indicated that he will set a hearing shortly to determine the amount to be paid to Goldwyn's attorneys by the defendants. Goldwyn's counsel, Joseph L. Alioto, assisted by Maxwell Keith, were on the case since the beginning, and it was indicated that the amount will be considerable.

McWilliams To University Post

CINCINNATI—Harry K. McWilliams, veteran film promoter and publicist, has been appointed coordinator for community relations at the University of Cincinnati, it was announced by Frank Purdy, executive director for development at the University.

McWilliams for the past three years has worked on the Academy Awards promotion in cooperation with the MPAA advertising and publicity directors committee. During the past several years he has been associated with the promotion of "Ben-Hur," "King Of Kings," "Oklahoma!" and "South Pacific," and more recently served as advertising and publicity director for Columbia's "Pepe."

In announcing McWilliams' appointment, Purdy said that increased development activities of the University resulted in the addition of McWilliams to the staff.

High Court Upholds Sunday "Blue Laws"

WASHINGTON—Although none of the cases touched on the showing of motion picture films on Sunday and none of the seven concurring and dissenting opinions threw any light on the constitutionality of ordinances in areas that prohibit Sunday movies, the U.S. Supreme Court has upheld the "blue laws" of three states, Massachusetts, Maryland, and Pennsylvania, in four separate split decisions.

The four majority opinions, written by Chief Justice Warren, did make passing reference to the fact that each of the three states permits the showing of motion pictures on Sunday, along with allowing various other amusement industries to operate after one p.m. subject to local option and, in Massachusetts, a license.

But since Sunday movies were not a relevant issue, there was no hint of the court's opinion regarding the validity of the local option clauses of the laws.

The principal points at issue in the cases were whether the laws prohibiting, with numerous execptions, business operations on Sunday were in conflict with the "establishment of religion" clause of the First Amendment, or the "equal protection" clause of the 14th.

The court ruled that although such laws were religious in origin, with the passing of time this factor has disappeared and they are now secular in nature.

Viking Suit Continues

PHILADELPHIA—The third week of the anti-trust suit of Harry Sley's Viking against the major distributors, Stanley Warner Management Corporation, William Goldman Theatres, and Fox Philadelphia Building, Inc., before U.S. District Court Judge John W. Lord and a jury still had general manager Jay Wren on the stand. Part of the time the defendants' cross examination sought to bring out that while in some cases the Viking's bids were higher, these were so tied in with high house expenses and advertising expenses that the distributor defendants found bids from the theatre defendants more acceptable.

Wren's stated reasons for not getting product in a number of instances was likewise attacked by leading defense council Louis Nizer.

So far, in what appears to be lengthy trial, the witnesses have been Si Fabian, president, Stanley Warner Corporation; Nat Fellman, SW Management Corporation; and Wren, although the court-room has been populated from time to time by many industryites.

T-L Declares Dividend

NEW YORK—Percival E. Furber, chairman, announced at a meeting that the board of directors of Trans-Lux Corporation declared a 10 cents per share quarterly dividend to be paid on June 30 to stockholders of record as of June 15.

The present declaration amounts to an indicated rate of 40 cents for the full year 1961. This rate is an increase over last year's 30 cents cash dividend payment.

Variety Club Reps Named By Emanuel

MIAMI — Edward Emanuel, international chief barker, announced the appointment of international representatives to serve Variety Clubs International in the coming year.

The appointments are J. J. Fitzgibbons, Toronto, region one, Buffalo, Boston, Toronto, New York, Albany; George C. Hoover, Miami, region two, Charlotte, Atlanta, Miami, Mexico City; Harry Kodinsky, Pittsburgh, region three, Pittsburgh, Dayton, Philadelphia, Indianapolis, Washington, Baltimore, Cincinnati; Joseph Podoloff, Minneapolis, region four, Des Moines, Chicago, Minneapolis, Grand Rapids, Des Moines, Detroit, Cleveland, and Milwaukee; Robert L. Bostick, Memphis, region five, Memphis, Oklahoma City, St. Louis, Houston, New Orleans, and Dallas; and Gene Murphy, Las Vegas, region six, San Francisco, Las Vegas, Los Angeles, and Seattle.

C. J. Latta will continue to represent VCI in Europe, while Tracy Hare, Miami, will head the charities committee, and Frank Crown will continue as editor of the Barker.

William S. Koster, Boston, will continue as chairman of the international charities committee, formerly the international heart committee, while Fitzgibbons is head of the international membership committee.

Jack Beresin, Philadelphia, was named chairman of the Humanitarian Award committee.

UA Drive Leaders Named

NEW YORK—Chicago, Kansas City, and Minneapolis are first-place winners in the second lap of United Artists' Tenth Anniversary Drive, it was announced by James R. Velde, UA vice-president in charge of domestic sales. The drive, being conducted as part of thc company's year-long celebration of the 10th anniversary of the current management team, covers billings, collections and playdates.

Second place in each group went to Dallas, Denver, and Milwaukee. San Francisco, Seattle, and Salt Lake were the third place winners. Velde also announced that Fenton "Mike" Lee of St. Louis was the winning district manager.

First Boston Film Festival Ends; Sponsors Happy, See Annual Event

BOSTON — Boston's First International Film Festival ended a successful week run in the Loeb Drama Center at Harvard University, 500-seat house, in Cambridge, and four special commendations were awarded. Announcement was made that the festival will again be conducted next year, by George Papadopoulo, director.

The four of the 12 films shown in competition which received citations and commendations for general excellence were "Macario," Mexico, directed by Roberto Galvadon, cited for over all excellence; "The Good Soldier Schweik," Germany, directed by Axel Von Ambesser, for excellence in comedy; "The San Castle," Jerome Hill production, U.S. entry, for originality in story, technique, and presentation; "The Pickpocket, "France, for significant philosophic statement.

Four short features receiving recognition out of 19 screened were "Moment of Happiness," U.S., for excellence in basic cinematic technique; "Language of Faces," U.S., for courageous presentation of a contemporary issue; "Faja Lobbi," Dutch, for excellence as an ethnographic survey; and "Seaward, the Great Ships," for pictorial excellence.

The Awards Jury was made up of members from the faculties of Boston University, M.I.T., Boston College, and Harvard University, and awarded the citations on a basis of non-commercial values, judging each film for its worth in cinematic quality, use of technique or deviation from standard techniques.

The Festival's aim was to provide an equal opportunity for all producers and distributors, large and small to submit films and to have them considered solely on their merits as films with no commercial or political prejudice or interference. Distributors, exhibitors, and producers who assisted in putting the film festival together included Louis de Rochemont, Cy Harvey, Edward Harrison, George K. Arthur, Thomas Brandon.

Each film was carefully screened by two committees, one for documentaries and shorts, and the other for features, and awarded a citation if deemed of festival quality.

A group of students and research assistants at M.I.T., Harvard, and Boston University had the major part in originating and organizing the first Boston International Film Festival. The idea grew out of a casual discussion over dinner at M.I.T. Graduate House last fall. Those involved agreed about the need to replace the competitive framework of most film festivals with open opportunity for all producers and distributors, large and small, from all countries of any size and political structure, to submit films. The films, they felt, shoul be appraised solely on their individual should be appraised solely on their individual judice or interference.

Only films which had not been previously shown in the U.S. were eligible for submission to the Festival.

"Wild Harvest" Shooting As Second From Pathe

LOS ANGELES—"Wild Harvest," screen version of Stephen Longstreet's lusty best seller about itinerant crop pickers, has been set as Pathe-America's second feature, it was announced by James S. Burkett, vice-president of Pathe Laboratories, Inc., and general manager of Pathe-America, exhibitor sponsored production and distribution firm.

Principal shooting started June 5 in Homestead, Fla., 40 miles south of Miami, with Aubrey Schenck producing under the Hollywood Artists Productions banner. Jerry Baerwitz will direct.

Cast in two leading roles are Dean Fredericks and Dolores Faith.

Conn. Golf Tourney Set

STRATFORD, CONN.—The annual golf tournament of the Motion Picture Theatre Owners of Connecticut, an affiliate of the Theatre Owners of America, will be held July 11, at the Mill River Country Club in Stratford, Conn., it was announced by George H. Wilkinson, unit president.

The program will include the tournament and a dinner that evening at the Country Club. James M. Totman and Albert M. Pickus, who is also national president of TOA, are co-chairmen for the tournament, and Samuel Germaine is treasurer.

Modleski Buys R.I. Houses

WARREN, R.I.—Joseph J. Modleski has purchased the Lyric, Warren, R.I., and the Pastime, Bristol, R.I., and expects to make some alterations and changes in the houses.

He has been in the industry since 1920, having worked his way up from usher and manager of the Warren house for Lon Vail, the original owner who died two years ago. He then leased the two theatres from the executors and had been operating them under lease.

Mich. Fair Considers '61 Repeat Of Successful Industry Exhibit

DETROIT—Recently on the Michigan State Fair grounds there was held a preliminary conference to consider repeating the Motion Picture Industry Exhibit at this summer's fair.

The 1960 exhibit was frankly experimental both for the fair and the industry. Hastily contrived at the last moment, and leaving much to be desired as to quarters, it played to an amazing and unexpected 60,000 spectators who sat through the shows composed mainly of trailers.

A report is being brought back to prospective participants of a plan to move the 1961 exhibit to the coliseum. Here, instead of having its own quarters, the trailers would be played for one hour before each of the regular flesh performances held several times daily. These are extremely popular, and with no reserved seats a captive audience is in the house long before each show starts. It is estimated that in this set-up, four or five times the number of viewers as attended last year would be exposed to trailers for product showing currently or to be released shortly.

Milton H. London, who served last year as liaison for the industry, and handled finances for the Motion Pitcure Industry Exhibit, headed the delegation. Also present was Dwight F. Erskine, president of Detroit Projectionists Local 199, which contributed its services. Third of the trio was Arthur Herzog, Jr., who was last year's executive director.

For the Fair were Donald L. Swanson, general manager; Gerard C. Lacey, director of sales and space allocation; and Messrs. Riddle and McLachlan of the technical staff.

It was learned at the meeting, through the International Association of Fairs and Expositions, that the Ohio and Wisconsin Fairs are anxious to copy the Michigan project.

U-I Dividend Set

NEW YORK—The board of directors of Universal declared a quarerly dividend of 25 cents per share on the common stock of the company, payable June 29 to stockholders of record at the close of business on June 15.

Columbia, Food Chains Cooperate In "Gidget Goes Hawaiian" Contest

NEW YORK—The most far-reaching consumer sales promotion project ever set in behalf of a motion picture will be launched through a special "Gidget Goes Hawaiian" contest in conjunction with two of the country's largest food chains, it was revealed by Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising and publicity, at a press conference in the home office.

Definitely set for the promotion are Kroger's, accounting for 760 stores covering 487 cities in 16 states, and Food Fair, providing for 438 retail outlets covering 117 cities in 11 states. Stanley Arnold Associates, one of the nation's leading merchandising consultants, played a key role in setting up the project.

Rosenfield called the contest "the most important single ticket-selling exploitation idea in many years and certainly, in terms of effect, the largest individual contest ever conceived in this industry. We expect to reach more than 75 percent of the American moviegoing population through the means of foodstore displays, supermarket newspaper advertising, special motion picture screen trailers, and theatre lobby displays. All this is in addition to an expected 30,000,000 actual entries in the contest." Arnold told the assembled press that "America's supermarkets represent one of the truly big untapped exploitation areas for the entertainment industry in general and the motion picture field in particular. To these great supermarkets, who live by the excitement they generate as well as the merchandise they sell, an idea like this, with its broad basic appeal, helps provide the housewife with still another reason for coming out in droves to the stores themselves as well as the theatres.

The Columbia vice-president said that 35 million contest entry blanks will be issued by the participating stores with contestants required to deposit their entries in a box situated at theatres playing "Gidget Goes Hawaiian" any time during the engagement of the film. "The traffic at point-of-sale, in addition to the advertising and publicity sparked by the supermarkets, should have a tremendous impact at the boxoffice," Rosenfield declared.

First prize in the contest will be a role in Jerry Bresler's forthcoming production for Columbia Pictures, "Diamond Head," scheduled for filming in Hawaii. The prize includes an all-expense paid trip for two to the famed Pacific islands, with transportation via United Air Lines DC-8 Jet Mainliner. Second prize in the contest is a two-week vacation for two at the Royal Hawaiian Hotel in Honolulu. Identical first and second prizes will be awarded by each participating food chain. In addition, there will be more than 2000 other prizes worth thousands of dollars.

"Cid" Producer Sues

NEW YORK—Samuel Bronston, producer, "El Cid," has filed suit in New York Supreme Court for $700,000 against Barnett Glassman, Martin H. Goosch, William B. Aberson, and Trophy Productions, Inc., charging that the defendants set out to injure him and hamper production of the film by issuing false statements about him.

"Please Remove Your Hat"

COLUMBUS, O.—Ohio theatremen who permit women to wear large hats which obstruct the view of other patrons still are liable to a $10 fine under a 67-year-old state law. Repeal measure offered by Rep. Nolan W. Carson, Cincinnati Republican, was defeated in the Ohio House of Representatives. Rep. Carson said he had received letters, comments, and clippings from as far away as Texas, most of them in support of the repeal move. A theatre operator, Rep. Maurice C. Brown, Lorain Democrat, said the law should be retained "as a club over the heads of beatniks who refuse to remove their hats."

Screen Gems Profit Up

NEW YORK—A. Schneider, president, Screen Gems, announced that the net profit for the period of nine months ended April 1, 1961, was $1,817,000 as compared to $861,000 for a similar period the year before.

Earnings per share of common stock was 72 cents as compared with 34 cents.

San Francisco Wins "St. Francis" Premiere

SAN FRANCISCO—"Francis of Assisi," film about the man whose "revolution of love" swept the globe, will have its world premiere at Loew's Warfield here on July 12.

The announcement came from Mayor George Christopher of San Francisco who had requested the privilege of the premiere from Spyros P. Skouras, president of 20th-Fox. The Mayor, in a communication to Skouras, expressed his deep satisfaction and pride over the fact that San Francisco had obtained the first showing of this picture on the life of its Patron Saint.

A "re-dedication" to the spirit of Francis will be the keynote theme of the premiere day activities in San Francisco, which will combine reminders of the teachings of Francis with colorful pageantry and gay celebrations to be seen and attended by thousands.

A host of important 20th-Fox stars will fly to the city on July 12 to participate in "Francis Day." Dillman, Miss Hart and Whitman will lead the big-name parade and will be on hand to enhance the far-flung festivities.

Plato Skouras, the producer of the film, and Spyros P. Skouras will fly to San Francisco to attend the elaborate premiere which will be preceded by a dinner in honor of the city and its people.

Magna Toppers See Bright Future; "South Pacific" Leads In Earnings

NEW YORK—George P. Skouras, president, and A. E. Bollengier, vice-president and treasurer, Magna Pictures Corporation, told an optimistic story of the company's future at their annual stockholders meeting held at the home office.

Bollengier reported that $900,000 additional income with a net of $165,000 accrued to Magna in the first quarter of the 1961 fiscal year, which began Feb. 1. As for the second quarter ending July 31, he said, "It is going to show very much from 'South Pacific'." The returns from his picture, he said, will be of such proportions as to bring the company's net for 1961 to about the level of that for 1960.

On the basis of the plans laid out by Magna for the future, the company will continue to show substantial profits, Bollengier asserted. "We believe we have the right basis for a very profitable company," he said. "We feel that the proper basis is to produce big pictures."

Skouras said that the fact that the number of world-wide installations of Todd-AO equipment has increased to 581 guarantees greater earnings for Magna.

He reported that "South Pacific" has gone far over expectations and is expected to wind up with rentals of $30,000,000 "the first time around."

Skouras also reported that "Oklahoma" was expected to make "a great income."

Bollengier spoke of Magna's plans for the acquisition of distribution rights to "quality pictures," citing U.S. and Canadian distribution rights to "Black Tights," the 70mm film produced by the late Joseph Kaufman.

"We are going to continue to obtain pictures we ourselves can handle to develop additional income," the stockholders were told, with Bollengier disclosing that Magna officials were discussing distribution and production plans with "outside sources."

Bollengier also assured the stockholders that Magna "will meet all requirements" for the listing of its shares on the American Stock exchange.

Joseph M. Sugar, vice-president in charge of sales, stated that "Oklahoma" will be released in the summer of 1962; that "South Pacific" will return in 70mm on a roadshow basis in 1963-64, with re-release of the 35mm version to follow; and that "Black Tights" will have its premiere the latter part of 1961 in New York as a roadshow. He added that "Watch Your Stern," a black and white British comedy in 35mm acquired by Magna, is scheduled to open in mid-July at the Four Star, Los Angeles and in major cities in Texas.

Bollengier told the minority stockholders at the meeting that "Magna has been conferring with private sources for additional financing." He said Magna "obviously wants to pay dividends" with its "old obligation" preventing the company from doing so.

It was revealed by Skouras that the picture based on the life of Constantine, the Great and Helena, which Magna plans to make in 70 mm will go into production this summer in Yugoslavia.

MacMerrill Birnbaum, Irving Cohen, James Hammerstein, Herbert P. Jacoby, James M. Landis, Robert A. Naify, Skouras, and Sugar were retained as directors by the common stockholders. Reelected to the board by the preferred stockholders was Bollengier.

Later the directors re-elected all officers comprising in addition to Skouras, Bollengier, and Sugar, Albert Leonard and Samuel Eckman, Jr., vice-presidents; Jacoby, secretary; Daniel Brachfield, assistant treasurer; and Landis, assistant secretary.


IRWIN
ALLEN'S
VOYAGE
TO THE
BOTTOM
OF THE
SEA
20TH CENTURY
-FOX

VOYAGE TO THE BOTTOM OF THE SEA

CAST

WALTER PIDGEON	ADMIRAL HARRIMAN NELSON
JOAN FONTAINE	DR. SUSAN HILLER
BARBARA EDEN	CATHY CONNORS
PETER LORRE	COMMODORE LUCIUS EMERY
ROBERT STERLING	CAPTAIN LEE CRANE
MICHAEL ANSARA	MIGUEL ALVAREZ
	and
FRANKIE AVALON	LIEUTENANT "CHIP" ROMANO

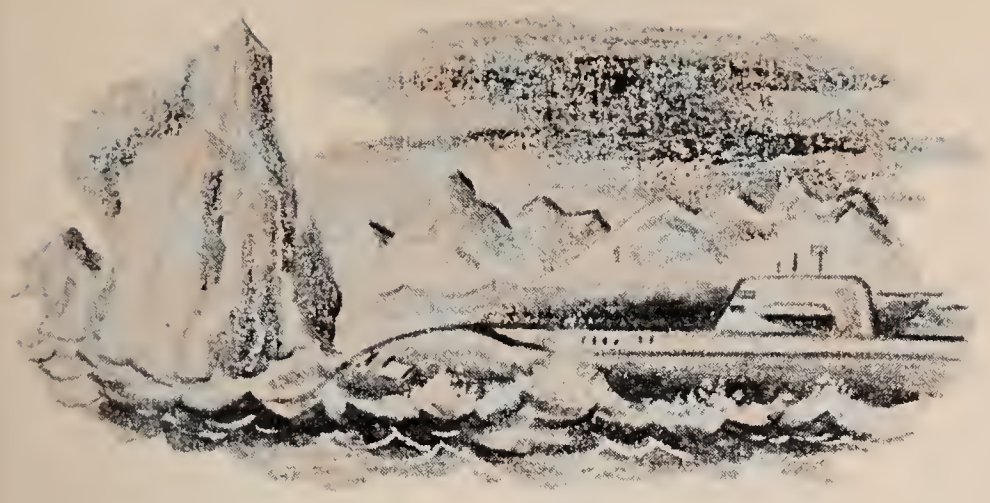


Produced and directed by
IRWIN ALLEN

Screenplay by
IRWIN ALLEN and CHARLES BENNETT

Story by
IRWIN ALLEN

A CinemaScope Picture • *Color by DE LUXE*





MOTION PICTURE EXHIBITOR

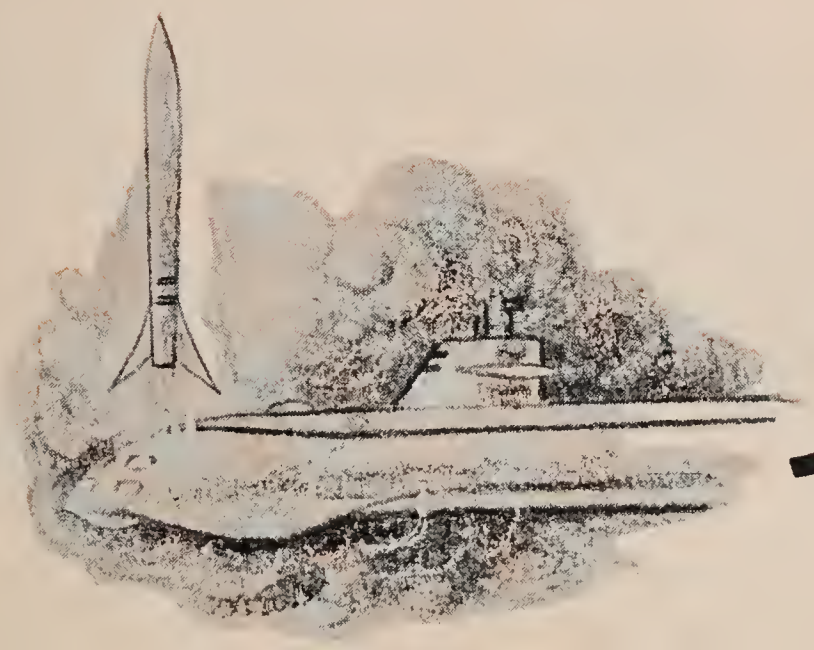
PREVIEWS THE SPECTACULAR SELLING CAMPAIGN OF 20TH-CENTURY-FOX

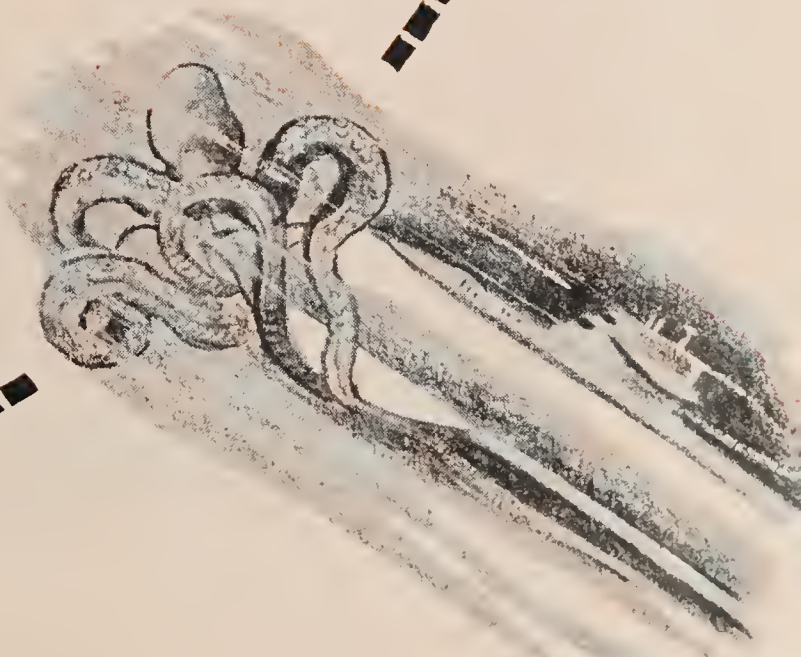
For IRWIN ALLEN'S

VOYAGE TO THE BOTTOM OF THE SEA









COMIC BOOK

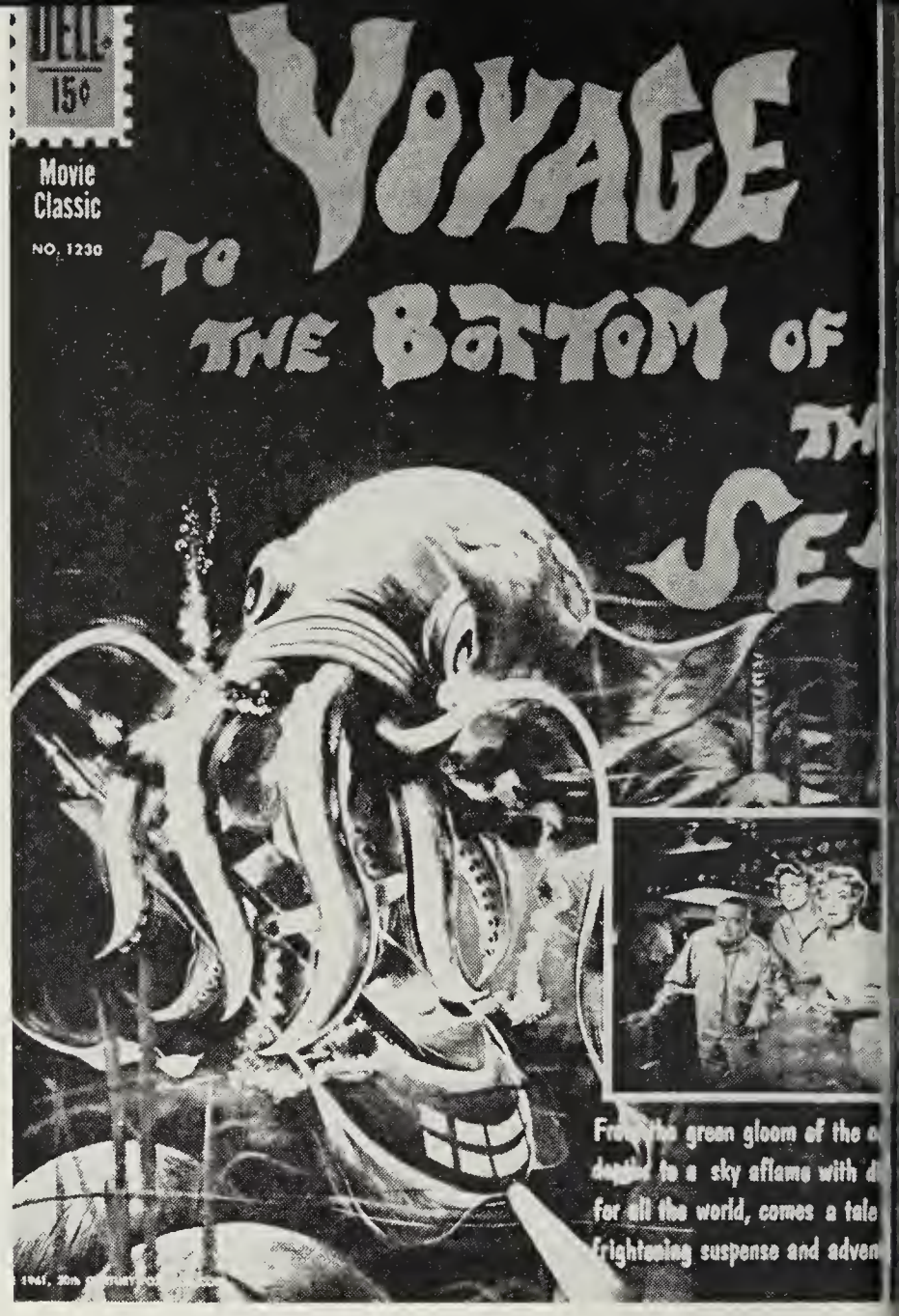
"VOYAGE TO THE BOTTOM OF THE SEA" is a film with appeal to movie fans of all ages, and so it follows naturally that the promotion campaign on the film is geared in the same inclusive pattern.

For the younger set, a natural peg on which to hang the campaign to gain invaluable advance exploitation is the Dell Comie Book from the popular Movie Classics series.

Producer-director Irwin Allen is no stranger to the benefits of comic-book tieup, having utilized the idea successfully for his "LOST WORLD." As in "LOST WORLD," many theatremen will hold special Saturday morning showings of "VOYAGE," and will give comic books away to the first 300 kids attending. The comic book may also be used as an advance gift for the children of newspapermen in each local playdate area. Another use, the value of which has been proved in the past, is the giveaway as free prizes on local television shows with child appeal. Comic books, as well as other tie-in items such as toys, records, etc., make excellent prizes on kid shows on the network or the purely local level.

The enterprising exhibitor can also get school cooperation at the elementary level for distribution of the comic book, which can provide an interesting discussion item as children are introduced to the scientific achievements of the space age. Nothing so fascinates the kids of today as toys and reading matter geared to atomic marvels and developments in the world of rocketry, etc. The Dell comic book can transform that fascination into boxoffice action through retail store and news stand sales, as well as theatre aetivities.

"VOYAGE" is a picture for everyone. The "VOYAGE" campaign hits the same wide audience.



SUBMARINE MODEL

The bulk of the heart-stopping action in "VOYAGE TO THE BOTTOM OF THE SEA" takes place in an atomie submarine of spectacular design and performance. This impressive undersea craft is another natural exploitation aid in merchandising the picture.

An 18-foot model submarine which was used in the picture, quite valuable and spectacular in appearance will form the focal point of department store window tieups in conjunction with paintings depicting scenes from the film and interesting miniature models made of the submarine interiors.

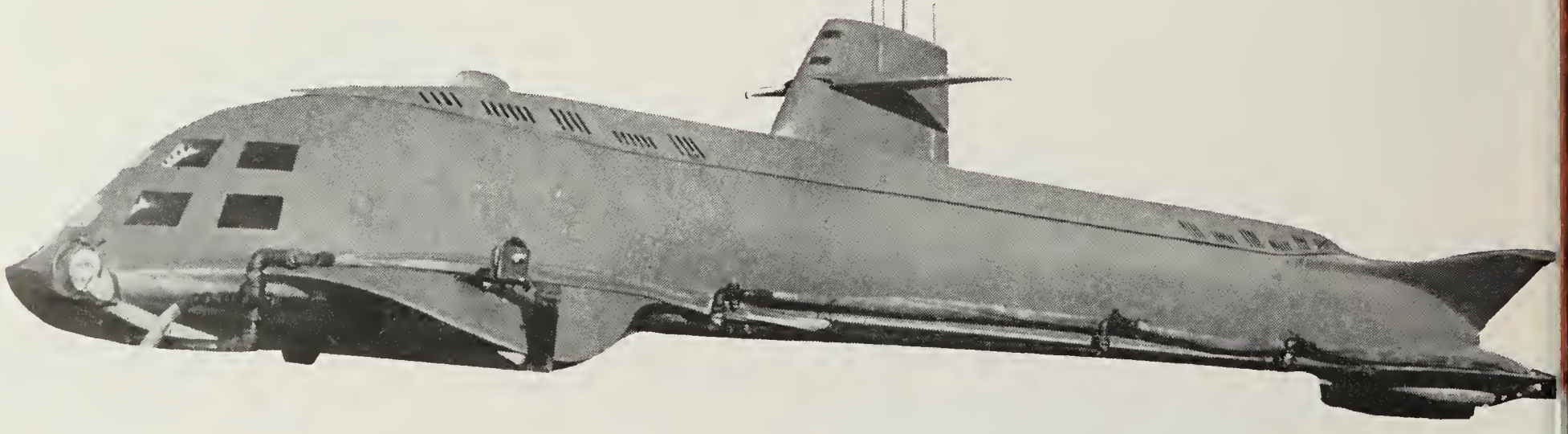
Revell, the largest manufacturers of plastic models in the world, serving over 50,000 retailers, is sponsoring a contest through exhibitors for the best model sub similar to the U.S.O.S. SEAVIEW used in the filming of "VOYAGE."

There are over 35 million model builder hobbyists covering all ages and sexes offering a great exploitation opport for a tie-in of major importance. Exhibitors can go to the distributor of Revell models for help in setting up contes their theatres.

Carrying this emphasis on ship models a logical step fur the exhibitor can tie in with hobby stores which feature equipment. Retail outlets of this kind are naturals for wi displays and mounting of other accessories calling atte to "VOYAGE" playdates.

The excellent scene stills and other photographie ma available, with emphasis on the submarine model, are jus thing to capture the attention of the host of model-hobb who constitute an excellent market for "VOYAGE."

Of course, the actual submarine model mentioned a will be available only for major window displays in key c ings, but it does the important job of suggesting to alert tremen many ways in which they can take advantage o same interests to tap the same market in their own lo



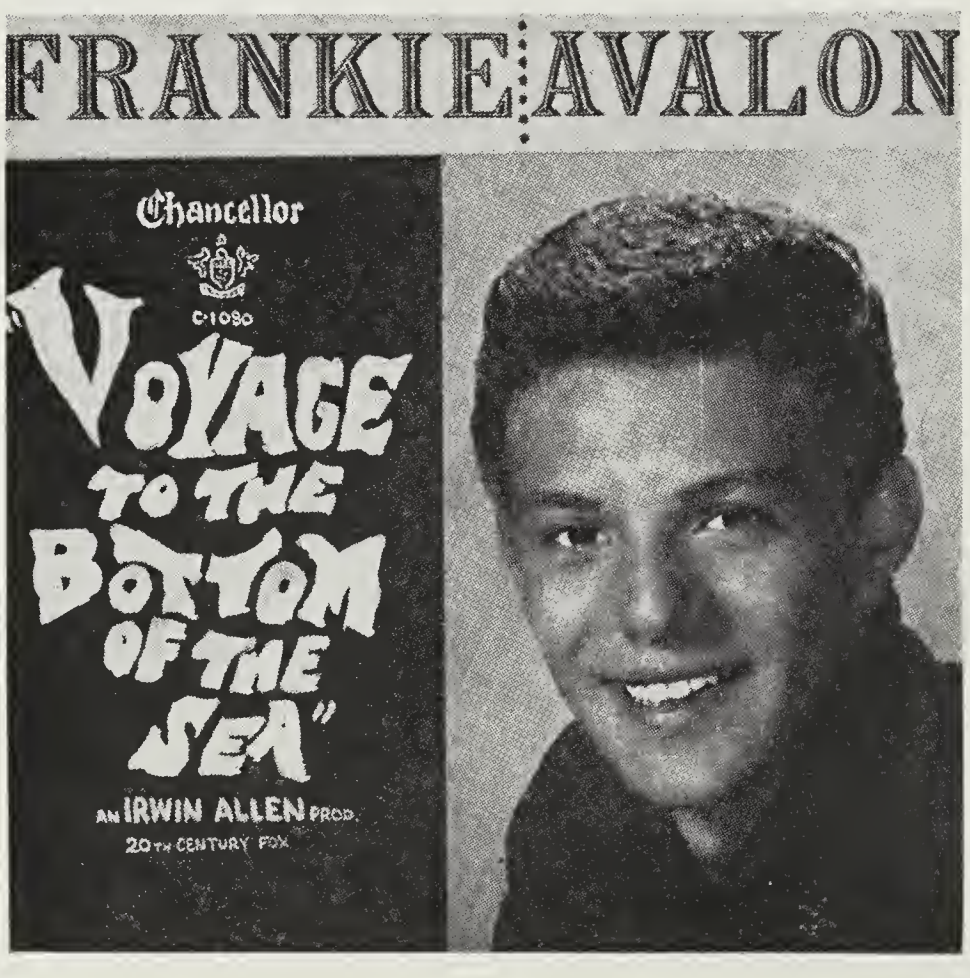
20th Century-Fox's Great

MERCHANDISING

**Three main factors make up the merchandising approach of 20th Century-Fox for "VOYAGE"
the sub-teens. *For the Adults*—in the book shops—Pyramids paperback version of Irwin Allen
TOM OF THE SEA." *For the Teenager*—on the air waves and in the record shop—Frankie Av
Voyage To The Bottom Of The Sea." *For the Sub-teen*—on the stands—Dell**

AVALON "VOYAGE" RECORD

Frankie Avalon has recorded the title song of "VOYAGE" that is being issued by Chancellor Reeords this month. Chancellor will give the record a tremendous push, which with Avalon's name, has every ehance of becoming a huge hit.



The record in a most attractive four color sleeve bearing the picture title logo will be featured in countless record store window displays and on store counters to obtain a huge pre-sold audience for "VOYAGE."

A mailing has been directed to 4,000 Avalon fan club presidents soliciting their active participation in a "sell-VOYAGE" campaign for their idol, Frankie.

Fox' plan of "push the record" as every playing of the title tune tells our sales story, is demonstrated in the distribution of "VOYAGE" records to some 750 Drive-in and indoor theatres for their use as intermission music. To help pre-sell "VOYAGE" theatres will play the records for two or three weeks prior to the opening and during the run of the picture.

UNDERWATER EQUIPMENT TIE-IN



The AMF – Voit Company, one of the largest manufacturers of skin diving equipment and sporting goods in the country has pledged full cooperation for an all-out tie-in with "VOYAGE."

This company's diving gear was used extensively in the underwater scenes of "VOYAGE" and they will help promote it with big mural window displays in their 4,000 or more retail outlets, plus additio displays in department stores, sports equipment sho hardware stores, indoor and outdoor pools, resorts, beac and specialty shops serviced by their jobbers.

The mural is made of a montage of action photos fr the picture and splashed across this montage is the "VO AGE" title logo. Window cards tieing-in with "VOYAG will also be made available.

Besides personal selling by Voit's national sales st Voit will distribute display material and urge the sto to cooperate with local theares by supplying diving g for lobby displays, in local ads, and work closely w exhibitors on any new promotions that can be negotia locally.

A myriad of contests are possible ticing-in with s diving clubs claiming 8,000,000 skin diving enthusia Contests for the best underwater photo, – for the larg fish speared by a skin diver, – a radio contest for the l letter on the most unusual underwater experience. Und water safety demonstrations for private and public po can also be arranged with civic associations.

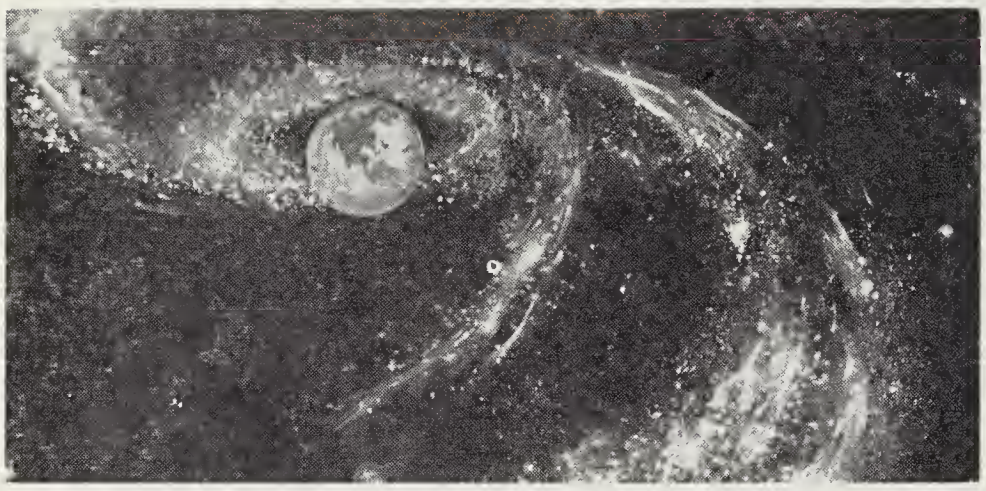
Imaginative and energetic showman who take adv tage of these exploitation "naturals" on the local level make "boxoffice magic" with this phase of the campai

VOYAGE IS A PICTURE W

VOYAGE TO THE BOTTOM OF THE SEA



The existence of the U.S.O.S. Seaview, experimental atomic submarine, is revealed to the world as it surfaces near the polar icecap for the first time on its maiden voyage. Admiral Walter Pidgeon, designer, is in charge and the sub is commanded by Captain Robert Sterling.



Returning to the surface after a routine dive, sub passengers find the entire sky is on fire. Polar ice is melting in the heat, and the sub rescues civilian scientist Michael Ansara. He is suffering from heat exhaustion and burns as the temperature on earth rises.



Reaching Washington by radio, Pidgeon learns that the fire in the sky is the Van Allen Belt of radiation which circles the earth at a distance of 300 miles. It has already raised the temperature on earth to 135 degrees. Planes can't fly, and the sub is ordered to New York.



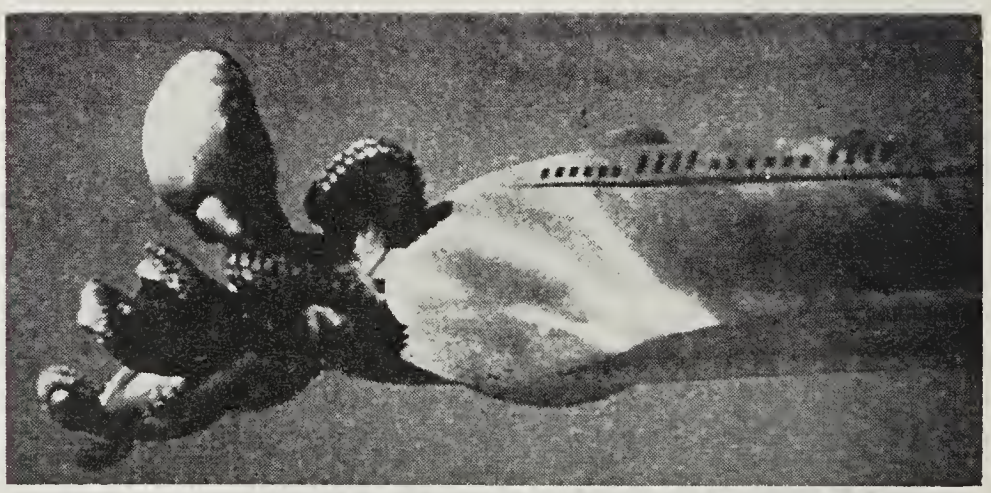
As the sub makes its way to New York, reports on the increasing heat come in via radio and television. Pidgeon and fellow scientists Peter Lorre and John Litel work around the clock searching for the answer to the problem. Nearing New York they have a plan.



Pidgeon announces to scientists assembled at the United Nations that the burning belt can be extinguished by firing a missile into it from the submarine. There is considerable argument from other scientists, and Pidgeon is defeated in a voice vote. He returns to the sub.

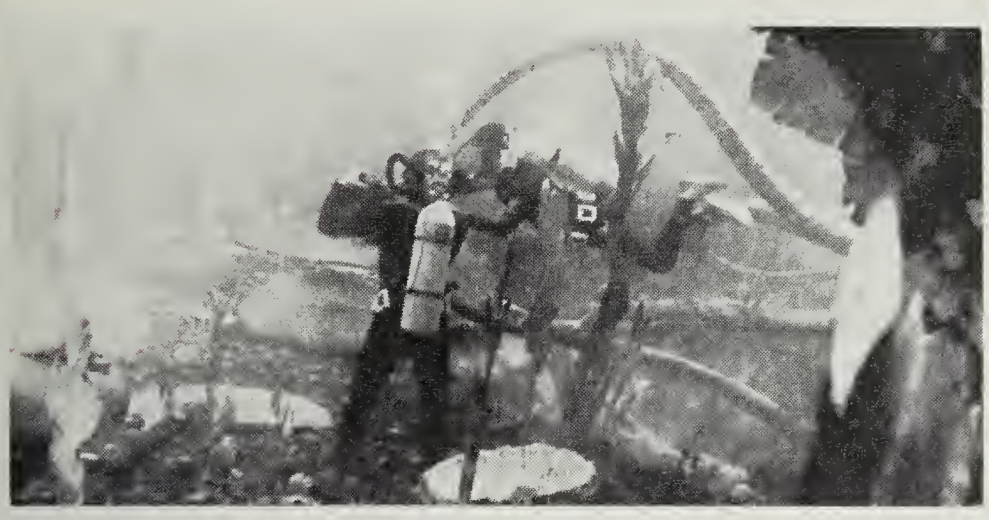


Pidgeon is sure the President will back him up and heads the sub for Brazil, intending to splice into the Rio to London telephone cable and ask Presidential permission to launch the missile. Ansara preaches passive resistance to the crew but assists in the cable-tapping operation.

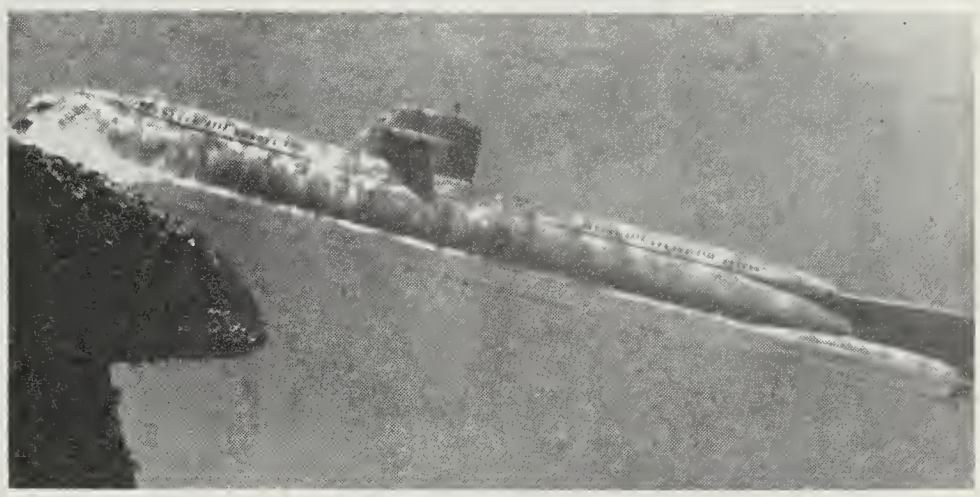


Sterling, Ansara, and youthful crew member Frankie Avalon attempt the undersea job. Sterling is attacked by a giant sawfish, but fires a direct hit in the nick of time with his speargun. He finds the cable and prepares the tap when he is suddenly attacked by a huge squid.

SOMETHING FOR EVERYONE!



It is Ansara who comes to his rescue, firing a spear directly into the eye of the monster and saving Sterling from certain death. All return to the sub, and Pidgeon attempts to make contact with Washington. Talking to London, he learns that Washington can not be reached.



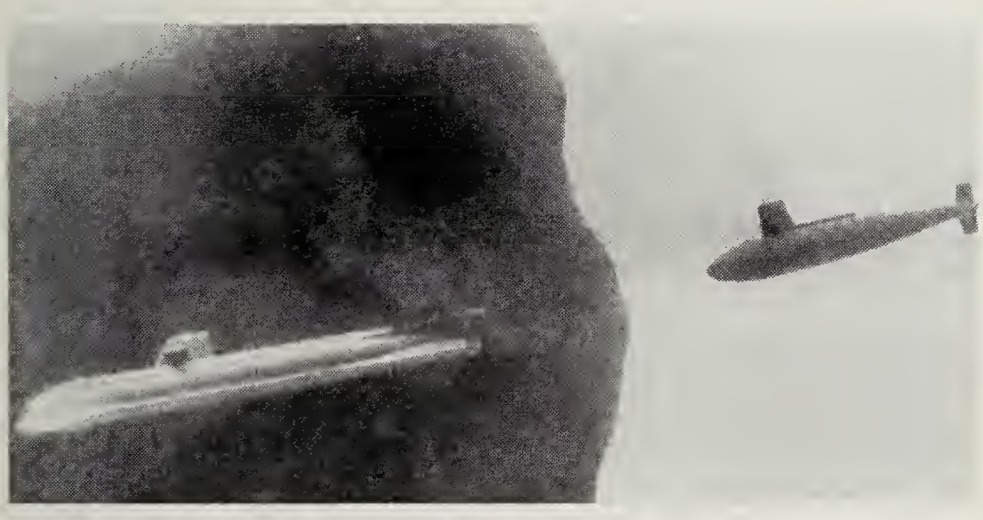
All of London has been evacuated since the thawing of polar regions has caused flooding of ocean areas. At the same time, the heat is drying up fresh water bodies and drinking water is becoming scarce. Always the temperature is rising, and it appears the end is near.



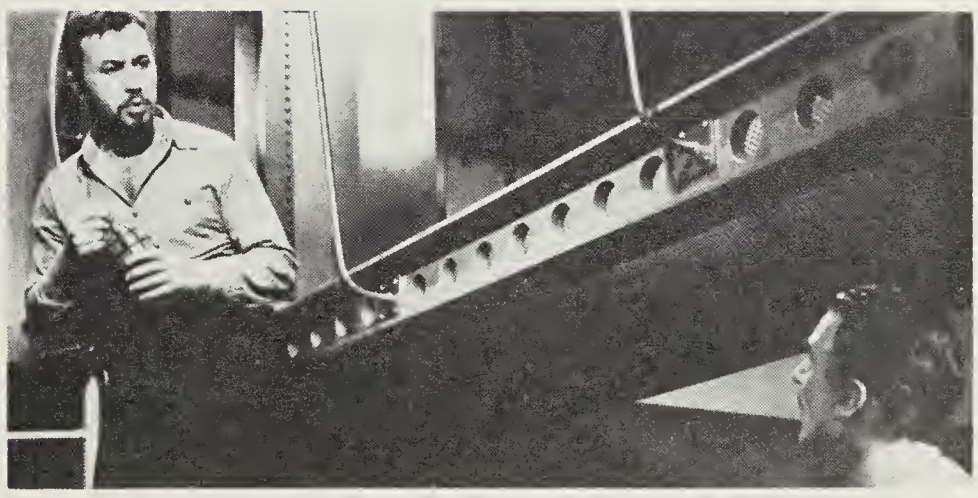
Pidgeon, forced to make the decision on his own, decides to pursue his plan and heads the sub to the spot in the Marianas from which the missile must be fired into the burning belt. An officer tries to sabotage the operation; psychiatrist Joan Fontaine doubts Pidgeon's sanity.



Barbara Eden, Pidgeon's secretary and Sterling's fiancee, averts disaster as she sees an abandoned World War II mine field ahead of the sub. A two-man mini-sub is sent to clear a way through the field. They are successful but their lives are lost in the effort. Pidgeon pushes on.



Sterling believes Pidgeon is taking too many chances and decides to relieve him of command. Before he can do so, they realize they are being pursued by UN subs sent to prevent the firing of the missile. The Seaview dives to escape, and the UN subs are destroyed by pressure.



Approaching the target area, Fontaine reveals she has been the saboteur, convinced that the missile will destroy the world. Ansara also makes a last effort to prevent the firing of the missile, but Sterling has been convinced that Pidgeon's idea is the only chance.



Sterling dons frogman gear and plans to detonate the missile by hand. He sets the detonator and swims back to the sub. It is only a matter of minutes before the missile is on its way, despite the well-intentioned efforts of Ansara. Sterling orders the sub to surface at once.



As they watch, the belt burns with a white light and a strange sizzling sound. An unearthly explosion rumbles through the sky. Suddenly the flame is gone and only the beautiful tropical night is visible. Rock and roll music comes from the radio shack. "Back to normal," grins Pidgeon.

RE

e-Up of

AIDS!!

e adults, the teen-agers, and
story, "VOYAGE TO THE BOT-
rding of the title song "Take A
in full color.

VOYAGE TO THE BOTTOM OF THE SEA

The unique "VOYAGE" title logo, distinctively arted in bold, brilliant, wavy lettering has been standardized and will be used on the screen, in all ads and in all commercial tie-ups.

The repetition of the logo in countless window displays of department stores, sporting goods and hardware stores, record and book stores, and the use of the logo on covers of millions of comic books, paperbacks and records should make an indelible impression on picture goers all over the world.

The logo will also be prominently featured in all printed or TV advertising to assure saturation coverage and product identification.

BOOK BUILDS AUDIENCE

On June 17, Pyramid Books will issue the perback edition of "VOYAGE TO THE OTTOM OF THE SEA" with a massive first inting that will offer theatremen the great- t national paperback promotion campaign er geared to a motion picture.

Cover art utilizes the already famous ange-on-black advertising logo, the import- ce of which can not be overemphasized. e book also features front and back cover d inside cover picture credits and photo- aphs for the 20th-Fox DeLuxe Color Cine- aScope adventure fantasy. Not only will the perback plug the picture and its spectacular st, but it also will carry cross-promotion the Frankie Avalon title tune, providing hibitors with an exploitation bonanza. Adapted from Irwin Allen's original story d screenplay by Theodore Sturgeon, one the nation's top science fiction writers, the perback will be on sale in book stores, ug and stationery stores, news stands, rail- y, bus and air terminals, super markets, and vending machines across the country, and will be backed by feature posters, streamers, and other window and counter display accessories.

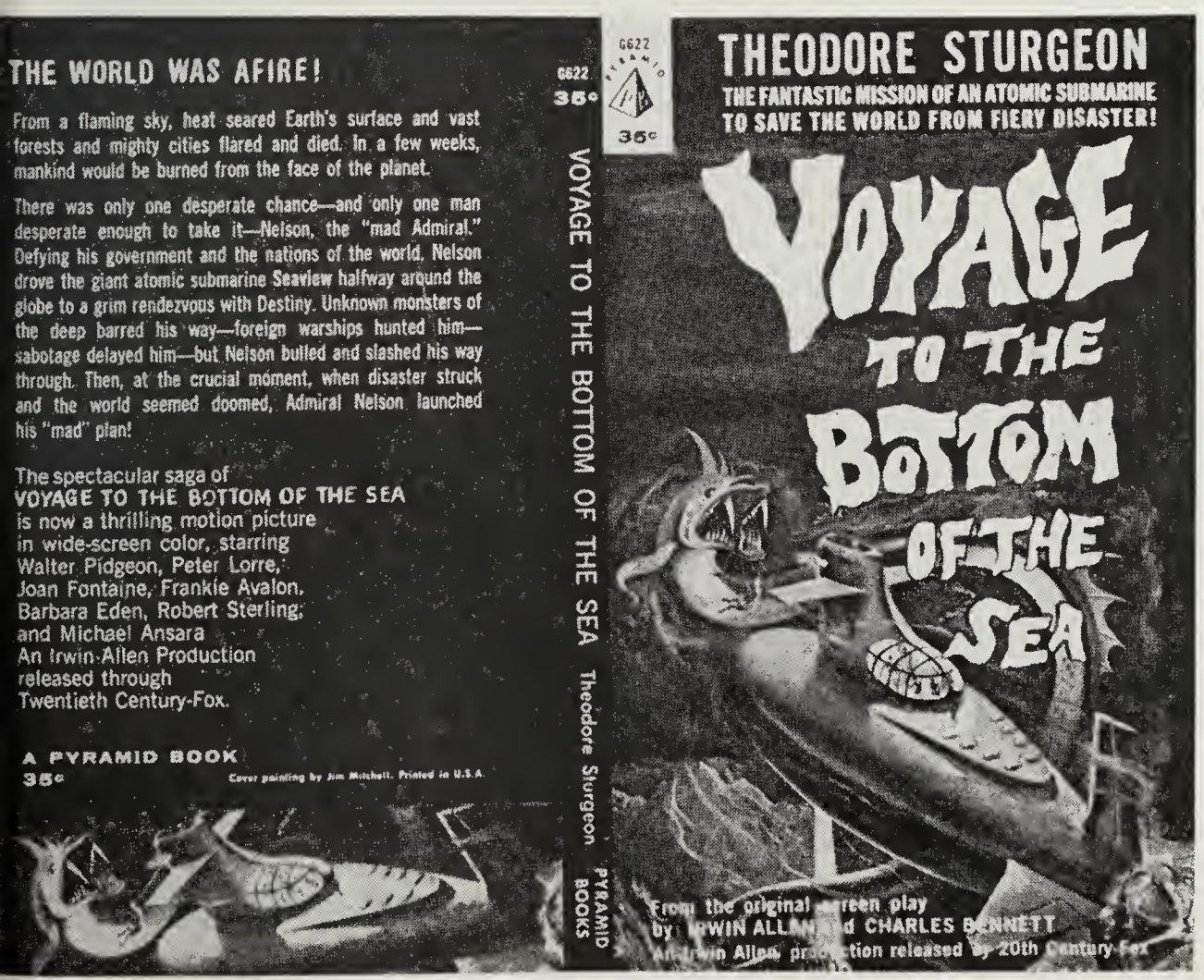
As the nationwide all-media campaign for "VOYAGE" rolls into high gear and public interest is fanned, the wide awake theatreman will visit his local paperback distributor to arrange cooperative promotional activity.

From constantly rising sales of paperback books, it would appear that Americans, in addition to following with avid interest the world's first probes into the wonders of space, are also finding time to read, and the "VOYAGE" paperback takes full advantage of both trends. The dynamic lineup of stars, including Walter Pidgeon, Joan Fontaine, Barbara Eden, Robert Sterling, Peter Lorre, and teen-age favorite Frankie Avalon, provides a powerful lure for the bookrack as well as for the boxoffice.

What is the exhibitor's part in this huge campaign, even yet being added to by Charles Einfeld and his 20th-Fox advertising and publicity staff? To launch his theatre's participation, he should set up lobby displays of the eye-catching book, surrounding it with stills from the film and other display material especially keyed to the paperback effort.

The theatre should plan to sell books as





though they were programs to a hard-ticket stage or screen offering. On opening night, the books can be used as giveaways to the first 500 customers. They can also be prizes in local contests arranged for the playdate, in conjunction with passes to the theatre.

Arrange for the local distributor to banner his trucks with "Read the book . . . See the movie" promotional material. Visit the major retail outlets such as drug stores, book stores, supermarkets, popular news stands, and transportation terminals to arrange for the most effective display for the paperback.

20th-Fox and Irwin Allen will arrange for display material for such retail establishments that will guarantee a prominent, attention-getting place for the "VOYAGE" paperbacks. This information will be available to theatremen and book distributors, but it may well not penetrate completely to the retail level. The book dealers in any area are fellow businessmen as interested in cross-promotional activity for mutual benefits as the theatreman.

It has been said that the test of any promotional idea is answering the question, "Will it sell tickets?" Exploited properly, this one will.

EW GAME HELPS VOYAGE" SALES

A NEW ARMCHAIR ADVENTURE GAME . . . Guide e Submarine Through Undersea Peril" is being marketed b Gem Color, a division of Coro, Inc., game manufacturers. Tis game will carry the "VOYAGE" message of excitement leetly into the home.

The game, inspired by Irwin Allen's film, will hit retail out- s backed by heavy promotional activity designed to stimu- e want-to-see in the teen and sub-teen market.

Youngsters playing the game, familiar with the title, and ught up in the spirit of undersea adventure captured by the v game, are certain to want to see the film when it hits ir local theatre. This is an age bracket that considers the vies their best entertainment, and the merchandising bar- e is designed to make sure they consider "VOYAGE" their t movie.

For the exhibitor, it affords another opportunity for mer- nt cooperation in the form of window displays, giveaway motions, etc. The additional points of sale made possible the "VOYAGE" sales pitch number in the thousands, and additional penetration afforded the famous "VOYAGE" o will prove invaluable sales boosters.

The "VOYAGE" game also provides an excellent prize, ng with free passes for the "VOYAGE" engagement in ntests run by the theatre or by local radio and television tions. Shows aimed at the children's market (and the kids responsible for more buying than any of us dream) are nstantly on the lookout for such opportunities to offer their ng followers different prizes. The "VOYAGE" game fills

It is to each exhibitor's advantage to cooperate in every way with the retail outlets handling the game. In addition to the valuable displays featuring playdate information in store windows and toy departments, the more kids that are familiar with the title, the more kids will respond to the theatre's call for customers.

Fox is leaving no sales possibility untouched. Theatremen must be equally vigorous in their own behalf.



SPECTACULAR THEATRE EXPLOITATION

ll the ballyhoo, merchandising tieins, k sales, etc., are designed with one pur- e in mind, to attract crowds to the theatre. is only natural, therefore that the cam- gn should reach its peak of color and itement at the point of sale, the theatre lf.

rowd-stopping marquee and lobby stunts "VOYAGE TO THE BOTTOM OF THE A" form an integral part of the campaign. e more excitement at the theatre, the bigger crowds. The audience will go where the is.

xhibitors can run wild with marquee orations on "VOYAGE." Picture, for ex- ple, full scale frogmen floating over the rquee as part of a giant mobile. Thanks to big tieup with AMF Voit Rubber Company, manufacturers of diving gear, suits and dummy equipment are available to put on mannekins suspended over the marquee. It's sure to create traffic, talk, and customers. See your local retailer of Voit equipment.

A skin diver and his out-of-this-world equipment attract attention anywhere. Through the local skin diving club (and you can find them anywhere) exhibitors can arrange for lobby demonstrations. Skin divers are like actors—they are not happy unless performing. They'll be happy to help make the theatre playdate a roaring success. Irwin Allen has filmed a huge amount of breath-taking underwater footage, so cooperation from these adventurers is a natural.

Each July, skin diving clubs nominate the "Skin Diver Of The Year." Exhibitors can arrange through local clubs to have the nominees as guests of honor with club members in attendance at the opening.

The lobby can also be decorated with what might be called "living posters." Place a large fish tank in the lobby (arranged through a local tropical fish shop) with a poster containing the title of the picture directly behind it. When lit, this will give the effect of the title actually floating in the water. Add to this, the visual impact of the rare and beautiful tropical fish and you have a novel and beautiful lobby display.

Another theatre possibility is a float inexpensively put together on a flat bed trailer with seashells, fish nets, paper mache or crepe paper seaweed, etc., which would be equipped with loudspeakers carrying the Frankie Avalon record of the title tune. Attractive young ladies in bikinis and skin diving equipment could decorate the float, and the whole affair could be topped with a medium sized glass water tank with a girl swimming and demonstrating Scuba equipment.

Theatre excitement is directly proportional to ticket sales—that is your "VOYAGE" playdate equation.





ADVERTISING: TO REACH 100 MILLION POTENTIAL TICKET BUYERS!

There are perhaps 100 million potential ticket buyers for "VOYAGE TO THE BOTTOM OF THE SEA." In reviewing the advertising program, one quickly notes how the action packed, excite-sell illustrations and copy whet the appetite about "VOYAGE" so that this potential becomes actual.

Major theme of the thrilling ad campaign centers around audience participation. Such angles as: You are under the North Pole when it melts! . . . in a riot at the United Nations! . . . in outer space when the sky catches fire! are being emphasized in a multitude of selling elements. The title logo, of course, dominates all ads.

The comprehensive advertising program is aimed at "all-market" coverage in five categories: (1) sub teens, (2) teens, (3) men, (4) women, (5) family. The program is tailored to lure patrons in all age brackets utilizing communications media that assure maximum exposure.

TELEVISION

Since "VOYAGE" is truly an action motion picture filled, we think, with some of the greatest action seen on the screen in years, 20th Century-Fox has fittingly applied a large portion of its advertising budget to television to give the public a true taste of the picture itself.

A series of attention getting trailers has been prepared for TV spot announcements.

In one TV trailer, Frankie Avalon will sing the picture theme and then introduce the trailer which picks up much of the action of "VOYAGE." Trailers are 60, 20, and 10 seconds long.

The second trailer will be for General Family Appeal, with the action and adventure theme dominating. This trailer is available in a 60 second, two—20 and, and a 10 second timing.

(As this goes to press a national TV network ad campaign is also in the planning stage.)

RADIO

Two different spot announcements, one to reach the Avalon fans and teen-agers, and the other for general and "all-family" coverage have been recorded.

In one commercial, Avalon opens the spot exactly the way the "VOYAGE" tune starts *"Come with me, Come with me, on a Voyage to the Bottom of the Sea."* At this point, he stops singing and launches into a "pitch" for "VOYAGE."

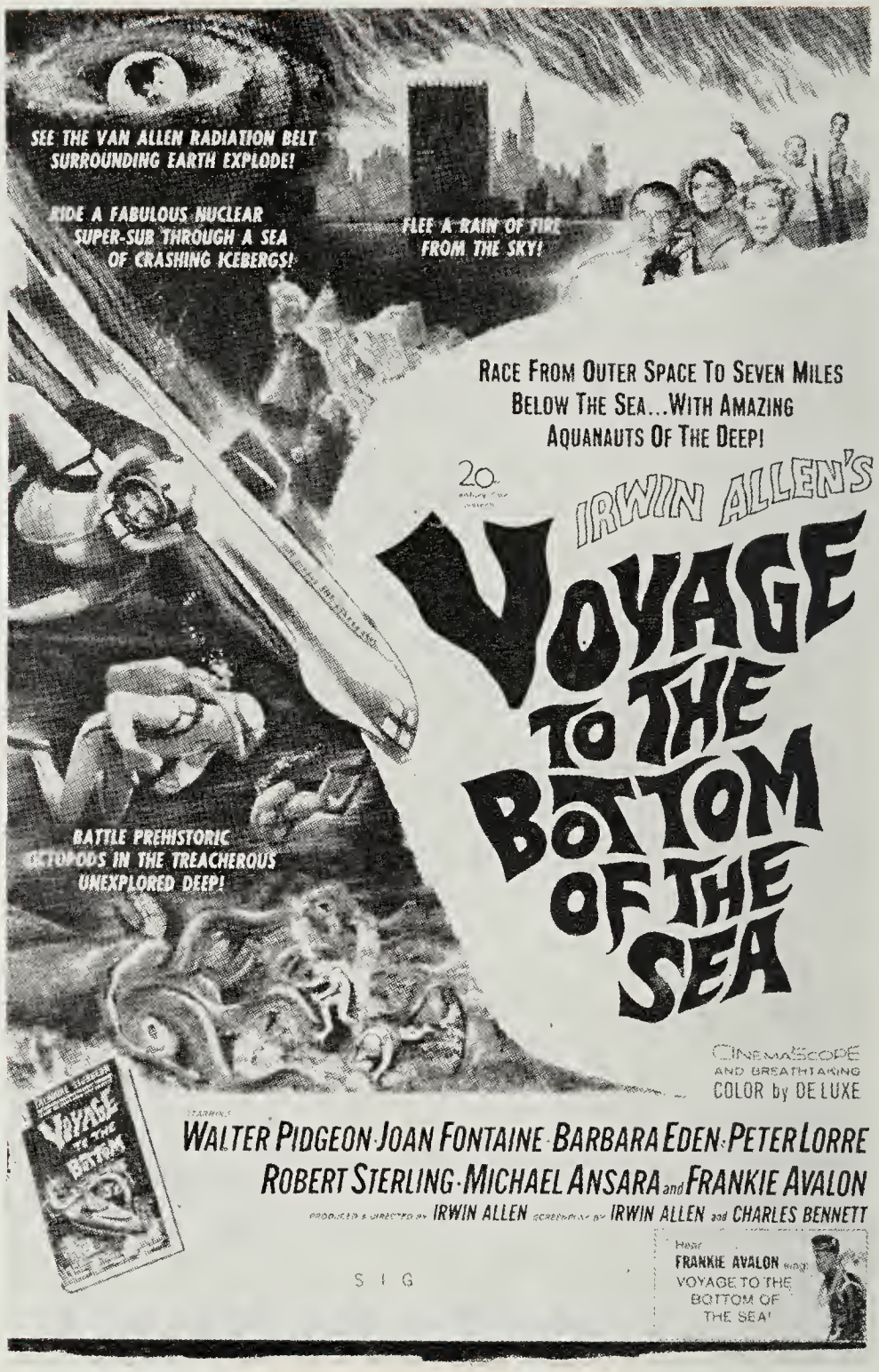
The all-family commercials will stress the tension, excitement, and drama of "VOYAGE."

Both types of commercial are timed for 60, 30, 20, and 10 second spots.

SUNDAY COMICS

Sunday newspaper Comic Sections will play a large part in the advertising campaign directed at all the kids of America. These sections have proved to be huge successes in Allen's previous picture, "The Lost World." Sunday Comic Sections covering 26 cities, reaching 22 million readers, are scheduled to run 4-color ads to saturate this specialized audience.





NEWSPAPER ADS

A series of dramatic, attention-getting newspapers ads in various sizes has been designed, each stressing a different exploitation slant with the logo dominating. Teaser ads for spotting in positions off the drama page are available which at the appropriate time can be incorporated into one big all-inclusive ad on the drama page.

"VOYAGE" ACCESSORIES

Available are one, three, six, and twenty-four sheets; two styles of 40"x60" display posters; one style of 30"x40" display poster; set of eight 11"x14" and 22"x28" photos; scene stills and a set of ten 8"x10" color gloss photos; 14"x36" insert card; and regular 14"x22" window cards.

The theatreman who makes full use of these accessories will be insuring maximum public interest in his playdate.



PUBLICITY: MASSIVE ALL-MEDIA NATIONAL BREAKS!

A truly comprehensive national program of an all-market scope is currently making the title "VOYAGE TO THE BOTTOM OF THE SEA" not just an expression but a mental image loaded with excitement, spectacle, and suspense. Irwin Allen has delivered an eminently saleable property. The publicity program, varied and unusual, is focusing public attention on that property through all forms of communications media.

ENTERTAINMENT EDITORS

Special emphasis is placed on a weekly "VOYAGE" mailing service to Entertainment Editors of every important newspaper in the country incorporating "VOYAGE" art, story outline, and special features. Mailers carry the distinctive "VOYAGE" logo as further identification and the tempo of the mailings will be stepped up as the July 12 openings approach. Add to the inherent value of this material the factor of regularity, as the mailings have been arriving weekly, creating continuous impressions and picture identification. "VOYAGE" stars have been featured in virtually every newspaper in stories, features, and syndicated columns.

GROUCHO MARX TV SHOW

Fox, realizing the power of the small screen and secure in the knowledge that youngsters everywhere consider Frankie Avalon their own star, is taking full advantage of the singer's popularity on TV.

A first rate national break was gained with the appearance of Avalon on the Groucho Marx show on June 8. Groucho, who boasts a dedicated audience of 25 million, sang and ad libbed a sparkling duet of the title song from "VOYAGE". (As this goes to press, additional breaks are also planned with Avalon for the Ed Sullivan show and the Dinah Shore show with their many millions of followers.)

DJ'S BACK "VOYAGE"

The title song, "Take A Voyage To The Bottom Of The Sea", sung by Frankie Avalon, is a natural for disc jockeys and full advantage has been taken of this to help launch the tune on its way to a top hit. The record in a beautiful four color sleeve that is a reproduction of the picture title logo will be released this month.

Distribution of sample records is under way to approximately 4,000 radio stations claiming nearly 60 million listeners. As the great majority of this vast audience are youngsters in the go-to-the-movies age bracket, this promotion promises top sales not only for the record but also at boxoffices of theatres playing "VOYAGE". Radio is very much alive, and a large portion of it is dedicated to kids and their music.

SPECIAL APPEAL "MAGS"

The special appeal magazines have not been neglected. Magazines for skin diving clubs, science fiction fans, sub-teen, and teen-agers have been serviced with pictures, layouts, and stories on "VOYAGE" that will appeal to their readers. There are dozens of such books catering to literally millions of readers in the young age bracket that plan to cooperate on "VOYAGE".

FAN MAGAZINES

"VOYAGE" is particularly suited to editorial attention by the fan "mags". Its seven stars lend themselves neatly to special treatment and the publicity campaign aims at saturation penetration in the motion picture, television, and music fan magazines. Walter Pidgeon, Joan Fontaine, Robert Sterling and Peter Lorre are naturals for the movie fan magazines, and Barbara Eden and Michael Ansara are well known to TV audiences to assure coverage in the TV books. Frankie Avalon stories are sure fire copy for all three types of fan "mags".

PERSONAL APPEARANCES

A complete program of personal appearances has been arranged on a national and local level for the stars of "VOYAGE". These star tours coupled with Irwin Allen's 30 city "barnstorming" junket will bring the personal promotion touch to the "grassroots" level.

Barbara Eden and her husband, Michael Ansara, will participate in a national tour. Walter Pidgeon, Robert Sterling, and Peter Lorre will be used to the fullest on the west coast and spotted nationally as available. Frankie Avalon will be scheduled for personal appearances in the east as well as his numerous TV and radio stints, and Joan Fontaine will be available for many of the east coast openings.

Through the years, it has been proved not only stars, but writers, producers, directors and other behind the camera personnel can do a great deal to launch a successful engagement. When the picture is also a top effort, no pains in this direction should be spared. "VOYAGE" deserves the best, and that is what 20th-Fox is providing.

Producer-Director Irwin Allen Undertakes Nationwide "Barnstorming" Tour For "VOYAGE"



20th Century-Fox will invite the nation's exhibitors to take part in a unique brand of local level showmanship when producer-director Irwin Allen embarks June 12 on a two week promotional tour in behalf of "VOYAGE TO THE BOTTOM OF THE SEA", on which he will screen the picture and hold meetings for exhibitors from over 30 key cities and surrounding towns at least three weeks prior to its opening July dates.

The coast-to-coast tour will be centered in 11 major regional cities to which exhibitors from nearby cities and towns will be invited to attend the full day sessions. This marks the first time that a producer has gone on such an extensive "barnstorming" tour to promote his product. Similar meetings on a much lesser scale were held in conjunction with Allen's last summer release of "The Lost World". Allen's "VOYAGE TO THE BOTTOM OF THE SEA" itinerary will conceivably include meetings with every exhibitor in the country.

In each of the central influence cities Allen will stress the publicity, advertising, and exploitation campaign designed by 20th vice-president Charles Einfield, which will bring "VOYAGE" into the nation's theatres on a giant wave of pre-sell. The producer will distribute kits to the exhibitors at each of the merchandising meetings, containing a record of the title song on Chancellor records sung by co-star Frankie Avalon, Pyramid Books paperback edition of "VOYAGE", pressbooks, samples of ad and poster art, a boxed "VOYAGE" game, bumper cards and a specially prepared full color brochure detailing the picture and its entire campaign.

Allen plans to open each of the sessions by showing "VOYAGE TO THE BOTTOM OF THE SEA", followed by a showing of the theatre trailer for the picture. This will be followed by a luncheon, at which he will make the presentation to the combined exhibitors.

The nationwide junket will begin on June 12 in Philadelphia, including Pittsburgh; June 13 in Boston with exhibitors from Albany and New Haven; June 14 in Charlotte, including Washington; June 15 in Atlanta, including Jacksonville; June 16 in New Orleans, including Memphis; June 19 in Dallas, including Oklahoma City.

Allen will be in Chicago June 20 for a session, including Minneapolis, Indianapolis, and Milwaukee; June 21 in Toronto, including Buffalo; June 22 in Detroit, including Cincinnati and Cleveland; June 23 in Kansas City, including Denver, Des Moines, Omaha and St. Louis, and June 27 in Los Angeles, including Seattle, Portland and Salt Lake City.

The above listings are only the major cities in each of the regions. Invitations to all exhibitors in the areas adjacent to these centers are being conveyed by the 20th field force.

C. GLENN NORRIS
GENERAL SALES MANAGER

TWENTIETH CENTURY-FOX FILM CORPORATION
HEAD OFFICE 444 WEST 56TH STREET, NEW YORK 19, N.Y.
BRANCHES IN ALL PRINCIPAL CITIES OF THE WORLD
TELEPHONE COLUMBUS 5-3320 CABLE ADDRESS, CENTFOX NEWYORK

June 7, 1961

Dear Exhibitor;

It's my job to sell you 20th-Fox films, so you can say that I'm just doing my job in this letter.

However, it is true that the best salesman believes sincerely in his product and for that reason, a sales pitch on Irwin Allen's "VOYAGE TO THE BOTTOM OF THE SEA" is far more a pleasure than a chore.

I have just seen a preview of the film. I recommend it for your attention knowing full well that my enthusiasm might be suspect. I welcome your skepticism because "VOYAGE" is its own best salesman.

Here is a film with something for everyone: sub-teens, teens, men, women, and that increasingly important audience, the family out for an evening together. Its unique theme, the race to save the world from fiery destruction, has built-in suspense, thrills, and drama. Imagination knows no age barrier, and this film might well be dedicated to the imagination of every filmgoer.

Charles Einfeld and his staff has designed an all-inclusive merchandising, advertising and publicity campaign that translates screen action into public want-to-see that assures top boxoffice activity.

-- But I want <u>you</u> to take a look at "VOYAGE TO THE BOTTOM OF THE SEA". I'm sure you'll share my convictions.

Sincerely,

Glenn Norris

C. GLENN NORRIS

TOA Insurance Plan Results In Dividend

NEW YORK—Exhibitor policy holders under Theatre Owners of America's Group Life Insurance program will, for the second successive year, receive a sizeable dividend, TOA disclosed.

George G. Kerasotes, chairman of TOA's Group Life Insurance Trust, announced that the trustees, at their annual meeting, had declared a cash dividend equal to 10 per cent of premiums paid during the second year of the program, which ended last Feb. 28.

Kerasotes said that the dividend was maintained despite three death claims paid during the year. Because of the growth in the number of participating employers and economies effected in the administration of the program, the cash dividend policy will be maintained despite the claims experience, he declared.

Twelve per cent of TOA's total membership are participants.

The unique program, available only to TOA members, offers up to $20,000 in life insurance to exhibitors, and to either their key employees, or all salaried employees, without medical examination or regard to the insured's age. Kerasotes said that premium rates, because of the broad base of coverage, are considerably lower than the individual exhibitor could secure for himself.

Kerasotes declared that the trustees had voted to return in full the refund received from the John Hancock Mutual Life Insurance Company, underwriters of the program, plus the surplus existing in the Trust administrative account.

Other members of the TOA Trust are Albert M. Pickus, TOA president, and Joseph G. Alterman, secretary. Kerasotes declared that the participation in the Group Life Insurance program had grown materially during the past year, as TOA itself grew. Many members of the Virginia Motion Picture Theatre Association, the Louisiana Theatre Owners Association, the Texas Drive-In Theatre Owners Association, and the United Theatre Owners of the Heart of America, took out the coverage when their units affiliated with TOA.

Applications for the program are accepted on the semi-annual "anniversary" dates of the plan—March 1 and in the fall. The next anniversary reopening date will be Nov. 1, just after conclusion of TOA's 14th annual convention and trade show, at the Roosevelt Hotel in New Orleans, Oct. 8-12.

Boverman Leaves Cinerama

NEW YORK—Sam Boverman has resigned as general counsel and secretary of Cinerama, Inc. He was with the company for the past two years, after a brief period in private practice. Prior thereto, he was associated with Paramount Pictures, Inc., for about 29 years.

Boverman is recognized as an authority in the field of copyright law. He specialized in domestic and foreign motion picture production, literary, music and allied phases of the entertainment industry, including distribution and anti-trust work. He represented the film industry before the U. S. Renegotiation Board in Washington, D. C., after World War II. In 1954, he was the representative of the film industry and advisor to the U. S. Registrar of Copyrights at the Ad Interim Committee meeting of the Universal Copyright Convention in Paris.



The NEW YORK Scene

By Mel Konecoff

ROGER CORMAN, who has turned out many a "B" film in recent years and who has done quite well with them, was of the opinion last week at lunch that the day of the "B" is over. As a result, his future productions will be bigger and possibly better, said he.

If a picture can be turned out between $40,000 and $60,000 and if it's any good, you can get your money back, he opined, but these days a film maker would like to aim for a profit and seeks not to just get the money invested back. He had respect for American International which has released many of his films for realizing that a change was needed.

He has a new contract with AIP calling for the making of three pictures over the next eight months. They will be "The Haunted Village," "X," and "Where The Sleeper Awakens."

His own company, Filmgroup, will also abandon the smaller picture. Whereas it released eight features last year, this year will see only three or four bigger pictures released. He may sign with AIP to distribute all of his pictures abroad.

He has just completed shooting on "The Pit And The Pendulum" for AIP, which will cost close to a million. It's undergoing editing and it should be ready for release by September, at which time he may go out on tour to help sell it.

SHOWMANSHIP AND THE SEA: The art of catching fish has taken on a new flair with the entry of Harry Fellerman, Universal's New York branch manager, on the scene. Cap'n Harry, as he's known along the Long Island waterfront, bought a 42-foot boat fully-equipped with ship-to-shore radio, fish finder, depth finder, etc., and he's gone into the charter business taking groups out fishing.

He's added some showmanlike touches such as miniature billboards announcing the sponsor of the day, white gloves for the ladies, insisting that the crew bait the lines, clean and pack the fish, etc. There are seasick pills, sun tan lotion, fishing gear, all available free to the customers. He's already had a number of industry outfits (Skouras, Fabian, and Century) out or scheduled and did they catch fish.

The only thing we caught when we went out the other day with a skin-diving club, the Aqua Splorers, which was captained by UA southern division manager "Bud" Ederle, was a near-cold. Cap'n Harry promised, though, that we would come home with fish before the summer was over. The name of the vessel, incidentally, is the "Emme" out of Babylon, Long Island.

(It's also a great way to do business and he's closed some fine film deals using his captain's prerogative and salesmanship.)



CANADIAN Highlights

By Harry Allen, Jr.

SUNDAY FILMS are now permissible in Toronto This is considered a breakthrough by the industry, but the major stumbling block is the projectionists. The projectionists are seeking double overtime pay for Sunday work, with the issue to be submitted to an arbitrator June 17. Meantime, the city's two burlesque houses, the Casino and the Lux, both of which play films as well, and a half dozen independent houses were opened for the first Sunday. Torontonians seeking Sunday film entertainment can travel to two nearby towns Oakville and Richmond Hill. In two other communities where Sunday films have become a fact — Timmins and Cornwall—business was described by Rube Bolstad, vice-president, Famous Players Canadian Corp. Ltd., as "disappointing . . . certainly not worth payment of double overtime." Despite this, theatre owners in Toronto are optimistic about the business they will do. Martin Simpson, manager, Downtown, whose house plays to an action-loving audience, believes business will be good in the summer. His patrons, who for the most part live within walking distance of the theatre, are not cottage-owners and will want "to come into a cool theatre on a hot summer day." He looks for good business from the tourists. Barney Simmons, who oversees operations of art-film houses, Little Cinema, the Towne and the International, believes his type of films will benefit especially. "There are many ethnic groups who have just moved into the city who will enjoy seeing films on Sundays, and a lot of other people will be glad to relax and enjoy a film without rushing around as they do through the week," Simmons said.

THREE MORE Ontario theatres were closed as part of the recently-announced rationalization plan by Canada's two major circuits. Odeon's McCarthy and Belleville Drive-In have been sold to Famous Players, which will keep the McCarthy closed. Famous will continue to operate the Belle and Park. Famous' Paramount in Brantford closed and the Odeon will be added to that company's Capitol and Sunset Drive-In theatres as a consolidated operation. Twentieth Century Theatres has bought the Odeon in Trenton, but won't operate it. This move will make the company's Century Trenton's sole theatre. . . . New president of the Toronto branch of the Women of the Motion Picture Industry is Mrs. Jean Uttley of Affiliated Pictures who steps up from the vice-president's job. Others on the executive staff include Mrs. Dorothy Gibson, Sharon Battle, Marcelle Lee, Sonia Wener, and Mrs. Elsie Waldron. . . . Astral Films hosted a luncheon in honor of James Nicholson of American International Pictures at the Four Seasons Motor Hotel in Toronto. The luncheon followed a screening of "Master of the World." . . . Paul Hanner, formerly director of advertising and publicity for Odeon Theatres (Canada) Ltd., has joined Astral Films Ltd. in a similar capacity. Hanner's duties at Odeon are being taken over by Charlie Mason, of Rank Films.



LONDON Observations

by Jock MacGregor

IF IMITATION is the sincerest form of flattery, Mike Frankovich must feel mighty flattered. In the six years during which he has skyrocketed from being in independent producer to Columbia Pictures' vice-president in charge of overseas production, he has pioneered a policy of the company making its own or co-producing with local film men important pictures in the main markets to bolster the Hollywood product. And how this foresight has paid off! Today the local markets are dominated by local pictures and many of these are Columbia releases. Now other American majors are following suit.

Mike held a trade press conference at what he terms the foreign production headquarters in London and wanted it stressed, particularly to American exhibitors, that Columbia does not necessarily handle a picture even though it has sponsored it in all territories. In some cases a picture is ideal for a particular market but of only limited appeal elsewhere. In turn, he will acquire the rights of a European blockbuster for territories in which it is free as he did with "La Dolce Vita" for the UK and elsewhere. Mike is a great respecter of censorship and local feelings, and under no circumstances would Columbia distribute in the United States a movie without a code seal.

Mike was able to announce that with cameras rolling in Jordan, Italy, Israel, and Britain, Columbia has eight films currently in work outside the United States and 18 more set to go before the end of 1961. While there is no doubt about how pictures like "Lawrence of Arabia," "Barabbas," with Anthony Quinn, and "The Best of Enemies," with David Niven, will be handled by Columbia in America, some will go through Ed Kingsley and others to independent distributors, as in the case of "Jekyll's Inferno," which American-International is releasing.

With Columbia today, Mike claims, the film salesman is expected to be more than a salesman and to be an advisor on production. For instance, in each market the salesmen and publicists compile a regular rating of the top 25 artists locally as a service to producers. Placing the greatest importance on publicity, he believes that it is the key to everything in the business and that each picture should be treated individually.

Mike paid a very high tribute to Bill Graf, Columbia's production supervisor here who keeps an eye on the day to day workings and plans of the various units, by saying that he is one of the most competent men in the production of motion pictures in the world and forecasts a big future for him.

Immediately after the press conference, Mike took off with Jo Rothman, executive vice-president of Columbia International for a whirlwind weekend tour of Copenhagen, Munich, and Paris, for production conferences with Stanley Donen, Marion Jordan, and others.

COINCIDING with the closing of the Empire for redevelopment as a smaller theatre and dance hall and the transferring of "Ben-Hur" to the Royalty, MGM has taken the legit Coliseum and will run it on a hard ticket roadshow policy. It was to have been inaugurated with "The Spinster," but since this has been chosen as the official American entry for the Berlin Film Festival, a revival of "Gone With The Wind," planned for next year, has been brought forward. Incidentally, the crack of the week came from Morton Spring, who when asked why MGM had sold the Empire and now was forced to take other theatres, replied, "Then we needed the money—now we are filthy rich."

GOOD NEWS. The Eady collections for April represent the highest weekly average since the best returns for the previous 12 months were recorded last September when cinema attendance reached 12.1 millions weekly. . . . Something new has been added to the London scene. Les Ambassadeurs Club, the rendezvous of the top show people, has opened a gaming room under the terms of the new Gaming Act. Only chemin de fer may be played at the three tables which have been imported from France. Film people were conspicuous by their absence at the opening party, but this may have been due to a clash with the Variety Club Derby Sweepstakes draw.

WB Profit Steady; Per Share Figure Up

NEW YORK—Warner Bros. Pictures, Inc., and subsidiary companies report for the six months ending Feb. 25, 1961, a net profit of $3,564,000 after a provision of $3,100,000 for federal income taxes as compared with $3,422,000 for the corresponding period last year after a provision of $3,500,000 for federal income taxes.

The net profit for the six months is equivalent to $3.18 per share on the 1,120,013 shares of common stock outstanding at that date after deducting 723,283 shares held in treasury. The net profit for the corresponding period last year was equivalent to $2.27 per share on the 1,504,000 shares of common stock then outstanding after deducting 339,296 shares held in treasury.

Theatrical and television film rentals, sales, etc., amounted to $43,394,000, dividends from foreign subsidiaries not consolidated were $389,000, and profit on sales of capital assets was $342,000 for the six months, as compared with $45,983,000, $881,000 and $196,000, respectively, for the six months ending Feb. 27, 1960.

As a result of the invitation to tender stock dated Jan. 9, and which expired Jan. 30, an aggregate of 407,887 shares of stock were purchased at a cost of $22,200,000.

Subsequent to Feb. 25, a dividend of 1,000,000 Associated British Picture Corporation Ltd. ordinary shares was received from a nonconsolidated foreign subsidiary. The dividend and subsequent sale of these shares resulted in an estimated net profit of $4,500,000 after federal income taxes. This profit will be reflected in the financial statements for the nine months ended May 27.

New Publicity Ideas Needed, Says Warner

BURBANK, CALIF. — President Jack L. Warner stressed the importance of imagination and showmanship in the publicizing of motion pictures at a meeting with the reorganized Warner Bros. studio publicity staff.

The meeting was held in the office of Max Bercutt, newly appointed studio publicity director, with the entire publicity department present. Also attending, and addressing the publicists, were William T. Orr, vice-president in charge of production, and Hugh Benson, Orr's assistant.

"The job of the studio publicity department is of vital importance," Warner told the group. "We can make the finest pictures and they aren't going to do what they should at the boxoffice if the public never has heard about them."

In emphasizing the importance of imaginative showmanship, Warner said the public is weary of "tired cliches."

"You must create an awareness of our product with novel, bright ideas and with fresh words of real meaning," he said. "There is a tremendous latent interest in motion pictures and in new young film personalities and it is your function to arouse and fan that interest."

Discussing upcoming product, Warner cited the top quality of current and coming releases, stating they offer outstanding opportunity for the publicist's efforts. "Parrish," "Fanny," "Splendor in the Grass," and "Susan Slade" were among the productions discussed at the meeting.

A Warner Bros. national promotional conference, bringing together publicity and exploitation representatives from New York, Hollywood, and other key cities throughout the United States and Canada, will be held at the Warner Studios tomorrow (June 8) under the supervision of Richard Lederer, national director of advertising and publicity.

The conference will be devoted to the development of territorial and local advertising - publicity - exploitation campaigns for "Parrish" and "Fanny."

The promotional sessions will follow the two-day Warner Bros. Jubilee of Films, to be attended by more than 200 leading newspaper editors and writers from each of the 50 states and Canada.

Odeon Shifts Upjohn

TORONTO — Frank Fisher, vice-president and general manager of Odeon Theatres (Canada) Limited, announced that Guy Upjohn, who was sent to Vancouver to take over the film booking department, will return to Odeon's Toronto head office as assistant to Harvey Hunt, director of film buying and booking.

Odeon's Vancouver theatres, previously on a subsequent run policy, are now all operating successfully first-run, and all bookings will henceforth be carried out from Toronto office.

AA Names Tortorelli

NEW YORK—Norton V. Ritchey, president of Allied Artists International Corporation, announced the appointment of Carlos E. Tortorelli as manager of Allied Artists of Peru, which includes operations in Bolivia as well.

Tortorelli, a Peruvian by birth, has been for several years general manager of his own organization, Condor Films, in Lima.

"How I Would Sell . . .

CURSE OF THE WEREWOLF & SHADOW OF THE CAT

U-I Horror Duo For Double Dose Of Action, Suspense

An Exclusive **SHOWMANALYSIS** Prepared by—

FRED HERKOWITZ, Director of Advertising and Publicity RKO Theatres, New York, N. Y.



ABOUT THE AUTHOR • Fred Herkowitz is a native New Yorker. He attended New York University, the Art Students League, Pratt Institute and the New School. He is 51 years old, is married, and lives in Queens, N. Y. He broke into the motion picture business with Universal Pictures in publicity; went to RKO Radio Pictures; and has been with RKO Theatres for more than 22 years, during which he has handled as many as 18 theatres for the circuit. Recently, he was appointed to the important post of advertising and publicity director. He is a member of Motion Picture Pioneers and the AMPA. An overseas veteran, he wound up two years of military service in Czechoslovakia. He says his hobbies are painting, photography.

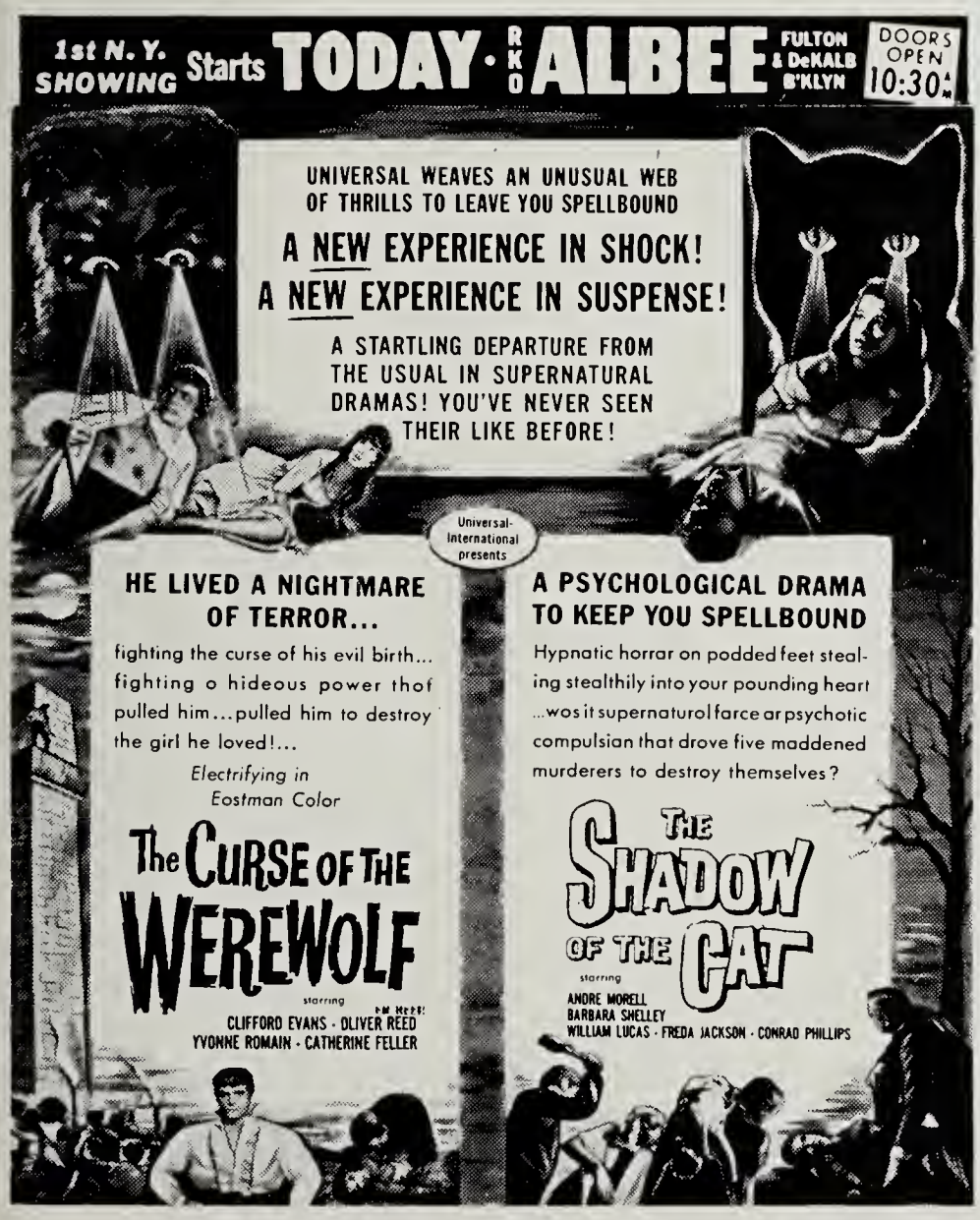
This campaign must be prefaced, in all fairness, with due credit to all those who actually put ideas into work. Without the capable efforts of RKO's own publicists Blanche Livingston, John A Cassidy, and Pat Grosso; the contribuing efforts of our managers; and the excellent cooperation of Philip Gerard, Herman Kass, et. al. at Universal, this campaign would merely have been a list of items on paper. Through their combined efforts, we believe that these pictures got 100 per cent of their "sell" potential.

After we saw both features and realized the superiority of their production value and story line, it was decided to angle our selling away from the usual horror picture selling and give a quality appeal to our advertising.

The ad shown herewith was the nucleus of our entire campaign. We believe that in copy and layout, it gives a definite tone to horror show advertising away from the conventional black ads.

A special lobby display pictured herewith was created following this ad line and Universal Pictures cooperated by putting out a special combination one-sheet using this layout.

Radio and TV copy, too, was kept to the tone of this "quality" sell.



Universal Pictures put out an excellent kit on these two pictures which was widely used on our circuit. The following items, however, were done in addition to, or augmenting, the ideas put forth in this kit.

A special recording of the preceding ad copy was made for use as a lobby exploitation record. The record was also used as a prelude to the showing of the trailers. While the record was playing, a slide of the Werewolf and Cat heads was thrown on the screen and wandered around the proscenium and sidewalls of the theatre. This worked very effectively to draw attention to the very fine trailers put out by Universal.

Two embellishments were employed to make these trailers more effective. One was to put a green tint in front of the projector while the black and white print on "SHADOW OF THE CAT" was shown so that it was more in keeping with the full color print of "CURSE OF THE WEREWOLF." Also to heighten the effectiveness, the sound was raised while these trailers were shown. Teaser trailers were also used three weeks in advance.

Werewolf masks properly imprinted were distributed to all the kids while Buena Vista's "ABSENT MINDED PROFESSOR" was being shown on our New York Circuit.

THIS AD specially created for the RKO Theatres engagement forms the nucleus of the entire campaign, getting away from usual horror angles to stress unusual quality appeal.

Four 20 inch circles were used to sell both of these features together with cutout skeletons, Hallowe'en Black Cat cutouts, and Werewolf masks to make effective mobiles in the lobbies and in marquee soffits.

Some theatres rigged their stercopticons from the top of their marquees and at night threw the Werewolf and Cat head slide against the facade of the theatre or on opposite buildings.

Some of the theatres pasted the 40 x 60 or one-sheet on the sidewalk in front of the boxoffice in advance of play date using large and small footprints in white dayglo leading from the curb to the pasted down display.

Four 24-sheet trucks were routed around New York City. Each truck in addition to carrying a display on both these features, was equipped with a Spinning Wheel. When the truck stopped, the bystanders were given a chance to spin the Wheel. If it stopped at the Cat Head or Werewolf Head, guest tickets were awarded.

While an attempt was made to give the advertising a "quality" look, each manager judged his situation and in some of our "action" theatres, went all out with the horror gimmicks, trying wherever possible to give them a new twist. A few of the items sent in by our managers follow:

Manager Louis Grossman of the RKO Madison, Brooklyn, instead of displaying the often-used coffin gimmick, made up a Werewolf Booth. It was a simple three-sided Booth, the front of which was covered with a black curtain with a sign reading: *"We dare you to enter the Werewolf Booth, etc."* Inside were cutouts of the Werewolf and Cat heads with lights flashing from the eyes. A scream record was turned on loud whenever anyone entered the Booth.

Vincent Liguori, manager, RKO Coliseum, New York, used a gimmick that attracted a lot of attention. He had the eyes of a cat enlarged and placed on display. Copy read: *"Gaze into the eyes of a Cat. Count to ten. If you are not hypnotized you are strong enough to see 'CURSE OF THE WEREWOLF' and 'SHADOW OF THE CAT'."* He enlivened the display by having his theatre matron in nurse's uniform with hospital equipment.

Jerry Leige, manager, RKO Castle Hill, Bronx, used a cute gimmick as part of his campaign. May 30 being a holiday,



EFFECTIVE tieup for any playdate is this one with a local pet shop wherein free tickets to the theatre playdate are awarded lucky guessers of the cat's weight.

there were more people on the streets than usual. It also happened to be the night of the full moon. He set up a telescope on the sidewalk near his theatre. The accompanying sign read: *"Look up! This is your last chance to see the full moon . . . until you see it working its weird magic in 'CURSE OF THE WEREWOLF,' etc., etc."*

If space permitted, the other gimmicks of all the managers could have been listed.

One of the premiere bookings of this combination show was at the RKO Keith, Washington. There Jerry Baker, manager, put on an excellent campaign with several new ideas and a few old ones polished up to look like new. Twelve of these ideas are listed below:

1. On Monday evening, May 8, we held a "HORROR PARTY" at the Motion Picture Association where we held a screening of the two pictures for Disc Jockeys and Television personalities. Invitations were sent out. Each guest was given a black mask on entering. All electric lights were out and the rooms were lit by candle light. Our "CAT GIRL" in costume and mask greeted all guests and gave them the special giveaway Werewolf Cut-Out Heads. After the showing the only drinks served were "BLOODY MARYS." A fine time was had by all and resulted in many free plugs on the air the following day.
2. We covered all radio and television stations with "THE CAT GIRL."
3. We placed a 1½" ad in the classified sections of all papers. The top of this ad in bold type read: *WEREWOLVES WANTED.* Copy follows: *Man willing to be made up as Werewolf by famous make-up Artist. Apply RKO Keith's Theatre Tuesday 12 noon. Age 18-60. Salary $25 per day. Inspired by the supernatural thrillers, "THE CURSE OF THE WEREWOLF" and "THE SHADOW OF THE CAT" starting Wednesday, RKO Keith's.* This ad created a great deal of comment and 68 applicants for the Werewolf job gathered in front of the theatre at noon Tuesday.
4. We located a make-up artist who made up our Werewolf

ATTRACTIVE lobby board based on the advertising approach for quality surrounds the interest-grabbing copy with stills from the double action treat for maximum impact.

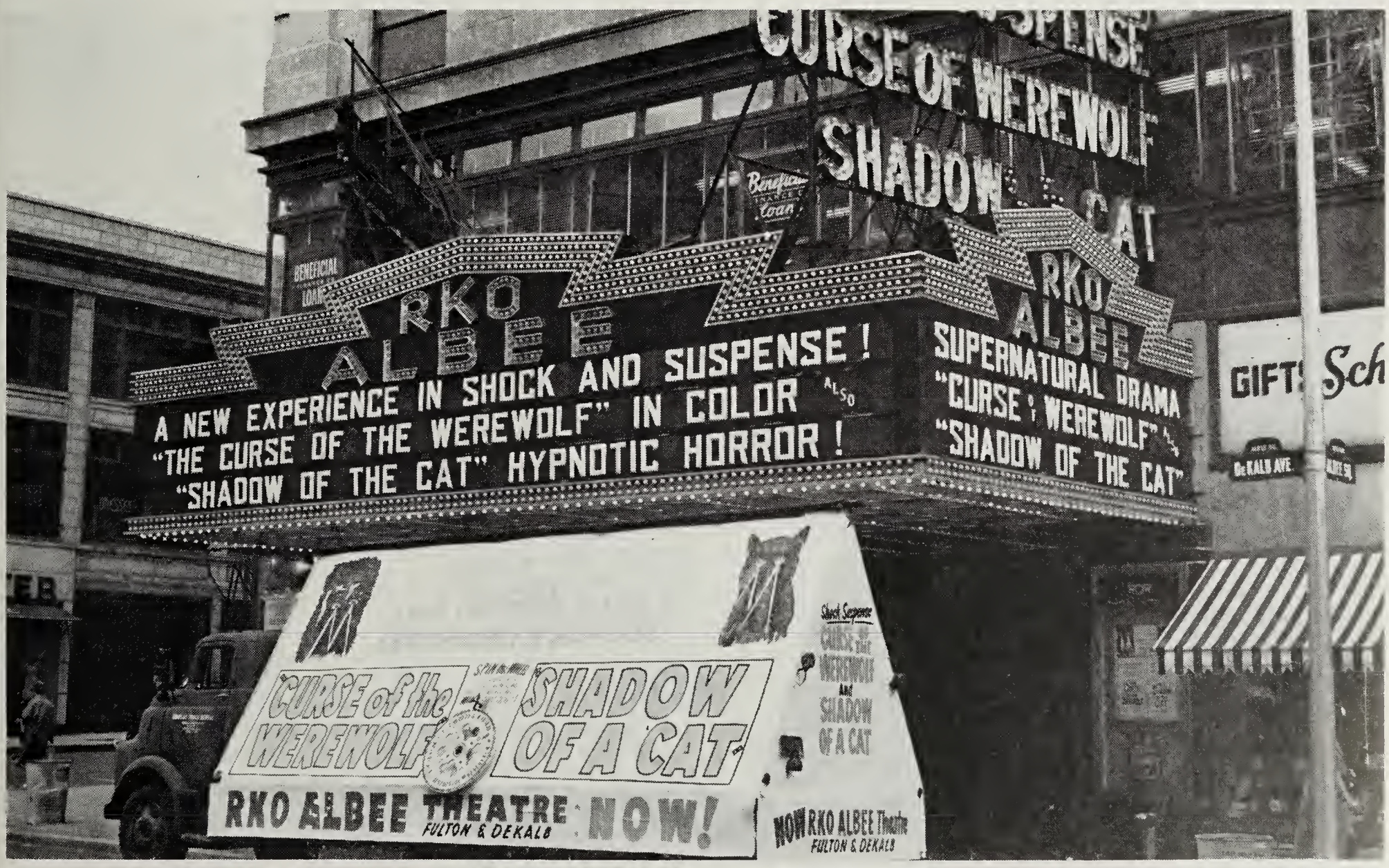


in front of the theatre on opening day. Our "CAT GIRL" was also in attendance out front. The make-up artist did a tremendous job and the stunt kept big crowds around the front of the theatre all day.

5. Also added to front of theatre activities on opening day we located a woman who had two prize Persian cats valued at $3000 each. These were placed in cages on a table out front.
6. The make-up artist made up his Werewolf in the city room of the Washington Daily News and this should result in some pictures and stories.
7. We also used the Werewolf and the Cat Girl to distribute the Werewolf masks on the street in front of the theatre.
8. THE FOLLOWING IS A FIRST TIME IN WASHINGTON: "THE RAMBLER COLUMN" which appears daily on the front page of the Metropolitan Section of the powerful Evening Star was entirely devoted to our Werewolf Make-Up Artist Stunt. This column ran the entire length of the paper and included two before and after pictures of our Werewolf.
9. The Make-Up Artist and his Werewolf subject were photographed in front of the theatre by the WMAL Television Newsreel and the shots were run on the WMAL-TV News Broadcast at 11:00 PM that night.
10. We used a convertible which was bannered and drove the Werewolf and The Cat Girl around the downtown area.
11. We obtained 25 buttons which contained the Head of a Werewolf and had copy on it reading: "BROTHER, COULD YOU SPARE A LITTLE BLOOD?" These were sent to all newspaper people and radio and television people.
12. We made up a 12′ shadow box display wherein we used the copy and layout obtained from Fred Herkowitz. The eyes of the Werewolf and the Cat were lighted and flasher buttons were used.



CUTOUTS of a black cat add a light touch to the lobby display pictured here, which also features stills from the dual horror treat. It makes an inexpensive and highly effective display. BELOW, a trailer display which can tour town offering free passes to lucky spinners of the wheel in the center of the display. There are two heads among the many figures on the wheel, one of a werewolf and one of a cat. If the pointer stops on either of these spots, the lucky person spinning is awarded two free tickets. It is a sure attention grabber and carries the theatre message all over town.



German Market Growing

NEW YORK—The number of cities where German language films are being shown on a regular basis has grown considerably last year, Munio Podhorzer, president of Casino Films, Inc., announced after his return from a business trip. Many cities, where previously "Art Theatres" would show a German film on rare occasions only, now have cinemas, sometimes an "Art" house, sometimes a neighborhood theatre, where German language films are being shown once a month, every other week, and, in some spots, every week. The potential audience for such films has grown considerably with the influx of large numbers of German speaking immigrants during the last decade and the return of many servicemen and government employees from overseas.

Film Exchange and Dealer Listing for the BOSTON FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• *Film Distributors*

ACADEMY, 60 Church St.—Liberty 2-9315
Br. Mgr.: Thomas Donoldson. Office Mgr.: Dorothy Blumenthal. Emerg. Phone: c/o Film Exchange Transfer, HAncock 6-6969.

ALLIED ARTISTS, 39 Church St.—HUbbard 2-4360
Dist. and Br. Mgr.: Ben Abroms. Sls. Mgr.: Jerry Collahan. Soles: Mel Ames. Office and Mgr. and Booker: Chorles Wilson. Cashier: Inez Weinstein. Emerg. Phone: HAncock 6-4360.

BUENA VISTA (Disney), 260 Tremont St.—HAncock 6-9360
Br. Mgr.: John Feloney. Bookers: Florio Simi, Larry Lucie. Coshier: Nancy Reynolds. Resident Auditor: Walter McIntosh. Emerg. Phone: HAncock 6-9360. *(District Mgr. in residence: Herbert J. Schaefer)*

COLUMBIA, 45 Church St.—HAncock 6-8980
Br. Mgr.: Thomos F. O'Brien. Soles: Soul Simons, Meyer Fox. Bookers: Abe Borry, John Wolton, Worren Gotes. Coshier: Connie Rou. Field Exp.: John Morkle. Emerg. Phone: HAncock 6-8980. *(Dist. Mgr. in residence: Harry Rogovin)*

CONTINENTAL, 260 Tremont St.—Liberty 2-2909
Sls. Rep.: Stonton Dovis.

MEL DAVIS FILMS, 445 Statler Office Bldg.—HAncock 6-2274
Sls. Rep.: Mel Dovis. Emerg. Phone: HI 4-9330.

EMBASSY, 20 Winchester St.—HUbbard 2-3325
Br. Mgr.: Joseph Wolf. Sls. Mgr.: Horvey Appel. Booker: Horold Levin. Cashier: Lillian Linda. Emerg. Phone: Wolf, HO. 9-0756.

FORTUNE FILMS, 260 Tremont St.—LI 2-3203
Br. Mgr.: Abe I. Weiner. Emerg. Phone: AL 4-8101.

ELLIS GORDON FILMS, 504 Statler Office Bldg.—HAncock 6-0798
Br. Mgr.: Ellis Gordon. Emerg. Phone: BI 4-4883.

METRO-GOLDWYN-MAYER, 46 Church St.—HAncock 6-0044
Br. Mgr.: Benjamin Bebchick. Office Mgr.: Joseph A. Rothgeb. Sales: Joe Rohilly, Ray Curron, Henry Scully. Head Booker: Charles F. Repec. Bookers: Jack Isroelson, Froncis Driscoll. Coshier: Mary Broshear. Emerg. Phone: HAncock 6-0044.

PARAMOUNT, 58 Berkeley St.—HAncock 6-1070
Br. Mgr.: Doniel Houlihon. Sls. Mgr.: Gosper Urbon. Office Mgr.: Robert Moore. Sales: Bud Lewis. Bookers: Gil Norton, Bill Hepburn, Stonley Forrington. Coshier: Rose Godes. Field Exp.: Arnold Von Leer. Emerg. Phone: HAncock 6-1070.

HAL ROACH, 60 Church St.—HAncock 6-5291
Br. Mgr.: Al Hermon. Coshier: Martha Kenney. Emerg. Phone: MY 6-4704.

EDWARD RUFF FILMS, 260 Tremont St.—Liberty 2-2797
Br. Mgr.: Edword Ruff. Soles: Arthur Froser. Emerg. Phone: FA 3-8688. *(Pres. in residence: Melvin Safner)*

20TH CENTURY-FOX, 115 Broadway—HAncock 6-2180
Br. Mgr.: Al Levy. Sls. Mgr.: John Peckos. Office Mgr.: Williom Graham. Sales: Fronk Keller, Martin Bermon. Head Booker: Som Berg. Bookers: Mike Zomon, Robert Rancatore. Coshier: Mary McCarthy. Field Exp.: Phil. Engel. Emerg. Phone: Berg, AS 7-1539.

UNITED ARTISTS, 52 Church St.—HAncock 6-6540
Br. Mgr.: Horry Segol. Sls. Mgr.: Monny Youngerman. Office Mgr.: Mox Berlone. Soles: Kenneth Robinson, Al Fecke. Bookers: Som Levine, Agnes Donohue, David Kumph. Cashier: William Washburn. Field Exp.: Joseph Monsfield. Emerg. Phone: Segol, BE 2-6226.

UNIVERSAL-INTERNATIONAL, 60 Church St.—HAncock 6-8760
Br. Mgr.: E. Myer Feltmon. Sls. Mgr.: Francis Charles. Office Mgr.: Bill Cuddy. Soles: Jock Finn. Bookers: Cyril McGerigle, Wolter Dyer, Emmo Corbett, Matt Moriarty. Field Exp.: Bucky Horris. Emerg. Phone: Cuddy, HY 3-5257.

WARNER BROS., 330 Stuart St., Room 602—HUbbard 2-3290
Br. Mgr.: Williom Kumins. Sls. Mgr.: Charles Vornodo. Office Mgr.: Leo Griffin. Sales: G. William Horan. Bookers: Robert Levine, Williom Kremmell, Thomas Morton. Field Expl.: Floyd Fitzsimmons. Coshier: Horry Spingler. Emerg. Phone: Levine, DE 2-5698.

• *Supply Dealers*

CAPITOL THEATRE SUPPLY, 28 Piedmont St.—Liberty 2-6797. Emerg. Phone: WE 5-5674
MAJOR THEATRE EQUIP., 44 Winchester St.—Liberty 2-0445. Emerg. Phone: CH B-5619
MASSACHUSETTS THEATRE SUPPLY, 20 Piedmont St.—Liberty 2-9814. Emerg. Phone: GR 2-7885
NATIONAL THEATRE SUPPLY, 37 Winchester St.—Liberty 2-2663. Emerg. Phone: East Boston 7-4362-W

• *Screen Trailers*

NATIONAL SCREEN SERVICE, 95 Broadway—Liberty 2-4476
Br. Mgr.: Maynard Sickles. Office Mgr.: Joseph Rossi. Sales: Fred Stoloff. Emerg. Phone: Liberty 2-4476.

• *Signs, Advertising and Printing*

BELL SIGN, 840 Washington St.—HUbbard 2-6274
CHESTER N. GRENIER, 137 Columbia Ave.—HAncock 6-5480
METROPOLITAN SHOW PRINT, 97 West Dedham St.—KEnmore 6-4139
NATIONAL SCREEN SERVICE, 95 Broadway—Liberty 2-4476
SCHELL PRINTING, 3166 Washington St.—JAmaica 4-4332
UNIVERSITY SIGN, 8 Potter St., Cambridge—UNiversity 4-4500

• *Film Delivery Services*

FILM EXCHANGE TRANSFER. 13 Piedmont St.—HAncock 6-6969, 6989
Mgr.: Jomes Marshall. Head Shipper: Billy Hutchinson. Emerg. Phone: EA 7-1471.
FILM TRANSPORTATION CO., 42 Melrose St.—HAncock 6-8440
Mgr.: Richord Oakin. Emerg. Phone: HA 6-8440.
INTERSTATE FILM DESPATCH, 49 Clark St., Somerville—SO 6-8428
Mgr.: Kenneth LeBeau. Emerg. Phone: MO 3-3702.

• *Service Companies*

ALTEC SERVICE CO., 260 Tremont St.—HUbbard 2-4710
IMAGE AND SOUND SERVICE, 445 Statler Bldg.—HAncock 6-7984
RCA SERVICE CO., 260 Tremont St.—HUbbard 2-0123

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

ABC Names Top Showmen; Duo Also Honored By MPE

LONDON—In a year of outstanding endeavor and achievement, Bill Cartlidge, assistant managing director of Associated British Cinemas, has named MPE Silver Citation holder Reg Helley, Regal, Wakefield, champion showman for 1960. Runner-up, R. J. Crabb, Ritz, Nuneaton, is also an MPE Silver Citation holder. Helley also won for the second year running the award for the best publicity for children's matinees and has now left Wakefield to become manager of the new ABC, Sheffield, which opened on May 18.

ABC places great stress on showmanship, and in recent years more and more theatres have stepped up their efforts in this direction to produce outstanding results. The campaigns submitted for the 1960 contest are remarkably original.

Cinerama In Black; MGM Pix In Future

NEW YORK—Cinerama Inc., announced it had net income after taxes of $136,375 in the year ended Dec. 31, 1960, compared with a loss of $108,672 in the previous year.

Under its deal with MGM for production-distribution of four features, Cinerama must provide for exhibition in a minimum number of theatres. The minimum is to increase from 40 theatres within three months after the first film is released to 100 theatres within 18 months after such release.

At March 31, 1961, 40 houses were equipped for Cinerama and the company had arrangements for acquisition and construction of 70 new sets of exhibition equipment with an estimated aggregate cost of $2,600,000.

Cinerama has entered into a contract with Boeing Airplane Company, according to the annual report, under which a new motion picture process has been developed for use at the Century 21 World's Fair in Seattle next year.

AA Announces Five

HOLLYWOOD—At least five films will roll for Allied Artists during the last half of the year.

The first of them will be "THE GEORGE RAFT STORY." Scheduled also to go into production in July is "HITLER."

In August King Vidor, who will produce and direct, will put his Viking Productions' "TURN IN THE ROAD" before the cameras.

Two pictures are to roll in October. They are the Albert Zugsmith production of "THE CONFESSIONS OF AN OPIUM EATER," to star Vincent Price in the title role and "REPRIEVE," Ben Gazzara starring.

Watch for them!

NEXT!
Atlanta Territory
Issue of June 14
Denver Territory
Issue of June 21

Save Them!

ATLANTA

Spyros P. Skouras, president, 20th-Fox, was visiting here with branch manager Paul Wilson. . . . Douglas County Representative Alpha Fowler, who is also a theatre owner in Georgia, is the new chairman of the Agriculture Committee. . . . The June meeting of the ladies' committee of the Atlanta Variety Club will be held at the Mountain View Camp for Girls. . . . The Lebanon Road Drive-In, Donelson, Tenn., has been taken over by the Martin Theatres. . . . Dempsey Burchfield is the new owner of the Blair, Blairsville, Ga. . . . Mrs. Juanita Elwell, Bailey Theatres booker, is back at her desk following a spell at a local hospital. . . . Ed Hayes, United Artists salesman, is back on the road following a check-up at a local hospital.

BUFFALO

Minna G. Zachem, manager, Waldman Films, has been elected president of the Women's League of Tent 7, Variety Club of Buffalo. Minna is Buffalo's only woman exchange manager and now is busy aiding in the promotion of American-International's "Master of the World," which is having its world premiere at the Center here. . . . Art Moger, formerly a field representative for Warner Bros., and now operating his own ad agency in Boston, has been engaged for some special tub-thumping work on "The Fabulous World of Jules Verne" and "Bimbo the Great" for Embassy Pictures and has been in Buffalo lining up a saturation TV advance campaign on the WB combo which soon will play the Paramount. . . . Chris Pope, who books the Buffalo Schine theatres out of his Gloversville headquarters, has been elected to a three-year term as director of the Chamber of Commerce in that town. . . . Joan McKernan, daughter of Charlie McKernan, manager, Seneca, an AB-PT community operation in south Buffalo, was among the Juniors and Seniors accepted for membership in the Pi Gamma Mu national social science honor society at Rosary Hill College. . . . John Springer, onetime Rochester school boy whose enthusiasm for movies is paying off in finances and modest fame, is the subject of a recent article in a nationally circulated news magazine. Springer, former critic for The Catholic Courier and Station WSAY in Kodak Town, lived in Rochester as a youth and left the city after serving in World War II for public relations jobs with RKO and 20th Century-Fox in New York City. The movie stills he began collecting as a youngster grew into a collection that now is considered one of the world's largest and best among privately-owned ones. Now a vice-president of a public relations firm in New York, he finds that renting and selling his stills brings in "lots" of money. . . . In return for contributions of guest tickets, all the downtown Buffalo theatres are tieing in with Sattlerama, a June event at the big east side department store.

CHARLOTTE

A proposal to adopt daylight saving time in North Carolina, which was opposed by drive-in operators on the grounds that if the sun did not set until 9 p. m., people never would go to drive-in movies, has been killed by the North Carolina State Legislature at Raleigh, N. C. . . . Jack D. Fuller, owner, and Jim C. Hawkins, manager, Ritz, Columbia, S. C., were hosts to fellow theatre owners and managers from central and eastern South Carolina at a special screening of U-I's "The Last Sunset." The luncheon of Theatre Owners of North and South Carolina which followed was held at the Forest Lake Country Club, with Fuller serving as toast master, and with special recognition being paid to Mrs. Alberta Sotille Long, Charleston; Frank H. Beddingfield, chairman of the board of Theatre Owners; George Roscoe, director of exhibitor relations of Theatre Owners of America; Warren Irving, district manager of Wilby Kincey Theatres in Columbia; and J. B. Harvey, theatre owner from Clover, South Carolina, who is a member of the House Of Representatives. The meeting held during the afternoon featured South Carolina Attorney General Daniel McLeod. Open discussions were held on the problem of censorship as well as other vital issues facing the exhibitors in this territory.

CHICAGO

Balaban and Katz and U-I donated several films to the "Adventures In Living" exposition at McCormick Place. . . . A new two million dollar shopping center is being built by Stan Kohlberg across from the Starlite Drive-In. . . . John Jones, of Jones, Linick and Schaeffer, and the McVickers theatre was in Wesley Memorial Hospital for observation. . . . Melody Top theatre, Hillside, has been organized by Will Rach, Charles Cominsky and Joseph Vaughan. Gary Manor was named booking manager for the new company. . . . The Cascade Outdoor Theatre is scheduled to open late in June. The foundation for the refreshment building, projection room, the huge steel screen, and the 40 foot sign that will mark the entrance was laid recently. . . . George Petrof is now with the publicity department of B&K. . . . Oscar A. Brotman, manager, Oasis Drive-In, was named president of the Greater Chicagoland Drive-In Theatres Association. Clarence Miller, Essaness Theatres, is vice-president; and Herb Elisburg, Stanford Kohlberg Drive-In Theatres, is secretary. . . . Judge Daniel A. Roberts ruled against Cook County Zoning Administrator Daniel Ferrone, who had issued a stop order forbidding the construction of a 100 foot in diameter ostrich racing track in front of the wide screen of the Oasis Drive-In, owned and operated by Oscar A. Brotman. Ferrone took the position that the ostriches were not related to the movie business, but the judge ruled against him and issued a permanent injunction forbidding Ferrone from interfering. Brotman plans to run the ostrich races before the evening showing of movies.

CINCINNATI

National Theatre Supply furnished equipment for the 600-car Highway 28 Drive-In, near Milford, O., opened May 25. The airer replaces one sold last year for a shopping center development. . . . William Garner, Buena Vista booker and chief barker, Variety Tent 3, is conducting weekly classes in speech therapy for 61 handicapped persons at Goodwill Industrial Rehabilitation Center, where Tent 3 operates several workshop projects. . . . City officials of Logan, O., have voted to discontinue that city's amusement tax, effective June 9. The move followed long-time efforts of Jack Frazee, Chakeres Theatres district manager, and Robert Rowland, manager, Logan, a Chakeres house in that central Ohio city. . . . Kenneth Schubeler, son of Teressa Schubeler, MGM cashier department clerk, a senior at Xavier High School, has been awarded a one-year scholarship in the College of Electrical Engineering, University of Cincinnati. . . . Ruth Handyside, bookkeeper-stenographer for 18 years at National Theatre Supply, will retire June 15. . . . Jack Haynes, general manager, and Carl Ferazza, theatre operation manager, Shor Theatres, were on a business trip to New York City.

COLUMBUS, O. NEWS — Sam Shubouf, manager, Loew's Ohio, has arranged for presentation of a victory trophy, sponsored by Marlon Brando, to the Central Ohio girl chosen the 1961 "Miss Firefighter" at the annual Firefighters' Ball June 17. Brando is the star of "One-Eyed Jacks," coming soon to Loew's Ohio. . . . Safecrackers knocked the combination off a safe at the Bexley Cinema and escaped with $500 in cash. They also took the 350 pound safe door. Police are baffled as to why the door was stolen. . . . Mayor and Mrs. W. Ralston Westlake were honor guests at the Seniors Citizens' special showing of "Cinerama Holiday" at RKO Grand. Mayor Westlake proclaimed May as Senior Citizens' Month. . . . The Deddens bill, approved 34-1 by the Ohio Senate, is expected to be heard soon in a committee of the Ohio House of Representatives. The bill authorizes construction of underground parking garages "anywhere in Ohio," financed by revenue bonds. The bill is designed primarily to permit construction of an underground garage in the State House yard in the center of downtown theatre and business district.

DALLAS

Stockton Briggle, local actor, has been signed for a feature role in Columbia Pictures "Comancheros." The movie star John Wayne and Dean Martin. Briggle received notification of his new film role from Henry Wilson, Hollywood agent who helped Rock Hudson, Tab Hunter, and John Saxon to stardom. . . . Ester Covington, of M-G-M, was elected president of the local chapter of Women of the Motion Picture Industry. She succeeds Marie Powers. Formal installation ceremonies of the new officers of the WOMPI chapter will take place in June. Other officers include Mary Louise Abel, 20th Century-Fox, and Mildred Fullenwider, Trans-Texas, vice pres-



The area meeting of Theatre Owners of North and South Carolina was held recently in Columbia, S. C.

idents; Pat Boren, United Artists, recording secretary; Joyce Pringle, Film Forwarding, corresponding secretary; Elsie Parish, Rowley United, treasurer; and directors Ora Dell, Evelyn Neely, and Betty McDaniel. The local chapter is expected to put in a bid for the next WOMPI convention. . . . Bob Milentz, operator, Park, indoor house, and the Milentz Drive-In, Liberty, Tex., has been named Personality of the Month by the Texas Drive-In Theatre Owners Association. He was recently elected a vice-president of the organization and has served on the board of directors for some time. . . . Mrs. J. D. Hancock, local movie fan, used the "letters to the Editor" column of the Dallas Morning News to express her congratulations and appreciation to Bob Hartgrove, owner of the Twin Drive-In, for his new policy of offering films aimed at the family trade.

DENVER

Sheldon Smerling, vice-president in charge of theatre operations, was a principal speaker at Fox Intermountain managers meeting held recently in Denver. . . . After a continuous run of 58 weeks, setting an all time record in Denver, "Ben-Hur" closed at the Denham last week. "Exodus" followed "Ben Hur" into the house. . . . Fox is rebuilding its long closed Buffalo in Boulder, Colo., and will open shortly under a new name. . . . Ron Johnson, manager, Federal, is resigning to go into the electrical business. . . . Looks like there will be a number of first-runs in the neighborhood houses and drive-ins day and date again this summer as this worked out quite well last year. . . . Pete Anselmo is the new manager, Gothic, Englewood, Colo., replacing George Hodges who was recently promoted to general manager of the Atlas chain. . . . Leonard Bensen, manager, Westwood, went all out for his showing of "Black Sunday", with an elaborate false front featuring ghouls and vampires and offering prizes to the person attending who wears the scariest getup. . . . Charlie Alum, manager, Ogden, has been made special events chairman of the Y.M.C.A. building fund drive. . . . Ralph Roe, manager, Paramount, has resigned. Joe Archeletta, house manager, will replace him in the 2,100 seat Wolfberg first-run.

JACKSONVILLE

Walter Mock, well-known Paramount outside salesman who began as an assistant shipper with the same company in 1946, resigned his position for a new line of work outside the industry. A successor to Mock will be selected in the near future, stated Fred Mathis, Paramount manager. . . . Mike Meiselman, who has had his hands full managing both the indoor Town and Country and the outdoor Midway, went downstate on a brief vacation. His father, Herman Meiselman, owner of the Meiselman Circuit which operates in North Carolina and Florida, came down from Charlotte to mind the store while Mike is away. . . . W. A. "Bill" McClure, Universal manager, held a special exhibitor screening of "Tammie Tell Me True" in the Studio and announced that prints are being readied for release in the territory during July. . . . Gordon Bradley, regional Paramount sales manager from Atlanta, spent several days going over accounts in the branch office here. . . . W. O. "Ollie" Williamson, Warner district manager from Atlanta, came in to confer with Johnny Tomlinson's sales and booking staffs. . . . Linda Johns, formerly with Florida State Theatres, is now billing in the Warner office. . . . Warner workers were aiming at saturation bookings for a short subjects drive during August which is to honor "the girls in the office," and manager Tomlinson awarded a special prize to Warner staffer Beverly Wirick for her creation of a banquet scene which depicts "the girls in the office" serving Warner's seven leading cartoon characters to Florida exhibitors. . . . Deborah Walley, beautiful young Florida-born star of "Gidget Goes Hawaiian," received a certificate of merit and an honorary membership in the Jacksonville WOMPI group from Philomena "Phil" Eckert, Columbia worker and outgoing WOMPI president, at a special WOMPI ceremony held in the Studio Theatre. . . . Vera Foster, United Artists, has been accepted into WOMPI membership. . . . WOMPI board members have scheduled a planning session at the Roosevelt Hotel on June 13 to finalize a new series of social and philanthropic activities for the next several months. . . . Franklin Frady, San Marco projectionist, took over the job of booking a "Mr. Magoo" cartoon into local theatres which depicts the work of the American Cancer Society. . . . Local figures attending the gala reopening of Kent Theatres, Florida, Tallahassee, included H. S. "Smitty" Schuman, Main Street Drive-In; Roy Smith, theatre supplier; Ed McLaughlin, Columbia; Fred Hull, MGM; W. A. McClure, Universal; Byron Adams, United Artists; Ed Hale and Walter Powell, 20th-Fox; Johnny Tomlinson, Warner; LaMar Sarra, FST vice-president; Horace Denning and Marshall Fling; and Jerry Stockton, RCA area sound engineer. . . . Sandra J. Hayes, Edgewood concessions worker who served as editor-in-chief of the Paxon High School yearbook, has announced her engagement and approaching marriage to Philip Schulz, local radio announcer. . . . Mayor Haydon Burns officiated at the ceremonies which marked the conversion of the former Brentwood into a new public Northside Library. . . . Johnny Tomlinson, Warner manager, visited in Haines City with Carl Floyd, head of Floyd Theatres. . . . Tom Sawyer, FST booker and membership chairman of the Motion Picture Charity Club, announced that MPCC officers had voted to extend current memberships from April 1, 1961, to March 31, 1962. as an added incentive for late joiners to avail themselves of a full year's membership. He also stated that new members may be accepted from outside the industry if recommended by a member from within the industry.

NEW HAVEN

Nick Leonetti, with Stanley Warner Theatres in Connecticut for the past nine years, has resigned. His replacement as assistant manager at the S W New England zone flagship, the Roger Sherman, New Haven, is yet to be selected. . . . Robert Duffy has resigned as manager, Lockwood and Gordon Norwalk (Conn.) Drive-In to assume similar post at Redstone Theatres' Milford (Conn.) Drive-In. . . . "Only through exhausting trial and error can any dedicated art medium find its own pattern of improved quality and the American motion picture industry is indeed striving to improve itself!" Allen M. Widem, Hartford Times theatre editor and columnist, told 400 members of the Hartford Rotary Club. "It's so very easy," he continued, "to turn 'wise-guy' and poke fun and ridicule at what are obviously inferior efforts. The skeptics, however, should be made dramatically aware of the obvious fact that Hollywood has been trying and will continue to try. To the type of individual who finds naught but wrong with American motion pictures, I say —go ahead brother, and endure the exhausting work that goes into creation of a film!"

Maurice Bailey, Bailey Theatres, and B. E. Hoffman and I. J. Hoffman, Connecticut Theatres Corporation, have been named directors of the New Haven Jewish Community Center. . . . The former Stanley Warner Gem, Willimantic, is being demolished to make room for a business block. . . . Mrs. Katherine Carangelo, former cashier, has been named assistant manager, S W Roger Sherman, New Haven, succeeding Nick Leonetti, resigned. . . . Livio Dottor, with Perakos Connecticut theatres for the past 12 years, most recently as supervisor of the Plainville and Southington Drive-Ins, has resigned to join Smith Management Company, initially as a management trainee under resident manager Alfred Alperin at the 2,070-car capacity Meadows Drive-In, Hartford, largest underskyer in southern New England. . . . Murray Lipson, Majestic, West Springfield, offered, as an experiment, free admission to parents or guardians accompanying children to the May 27-28 matinees. He intended the move as "doing things on a family level.". . . . Bucky Harris, U-I exploitation department, is working with Sperie P. Perakos, general manager, Perakos Theatre Associates, on the June 28 Connecticut premiere of "Spartacus," in 70mm. at the Perakos deluxe Elm, West Hartford. . . . To build patronage at the newly-reopened Art Cinema, Hartford, Bill Murphy, Lockwood and Gordon Theatres, has distributed 1,000 membership cards to area college campuses, the presentation of a card making it possible for bearer to pay 65 cents rather than regular 90 cents charge, adults, or 25 cents, rather than regular 35 cents charge, children. . . . Joseph A. Jaworski, formerly assistant promotion manager at WBZ-AM-TV, Boston, and more recently a producer of tv commercials in Connecticut, has opened a new religious motion picture service, Catholic Film Productions, in Hartford.

Another suburban New Haven theatre, long shuttered, has been sold at auction. Michael Kayes of New Haven bought the Colonial, Walnut Beach, Milford, for $18,000, highest bid in an auction. Operated for many years by independent exhibitor Bob Elliano, the theatre had been used more recently for a bingo hall. . . . Mike Adorno, general manager, Adorno Theatres, has reopened the long-shuttered Middlesex, Middletown, Conn., on an art film policy Thursdays through Sundays. . . . Don Felix has returned to the Milford Drive-In. Milford, Conn., as manager, succeeding Bob Duffy, resigned. The theatre, now owned by Redstone Theatres, was formerly operated by E. M. Loew's Theatres, with which circuit Felix had been associated for many years. . . . Jack Sanson, Stanley Warner Hartford resident manager, and Bill Decker, S W Strand house manager, hosted Connecticut premiere of UA's "Exodus" in 70 mm. . . . Harry Kalmine, general manager of S W; Robert M. Sternburg, president of New England Theatres, Inc., the AB-PT affiliate; and Sperie P. Perakos, general manager, Perakos Theatre Associates, were local visitors. . . . Albert M. Pickus, TOA president, and owner of the Stratford, hosted a morning screening of Columbia's "Stop, Look and Laugh" at the theatre, half the proceeds going to a Fairfield County children's summer camp arts and sciences scholarship. . . . Irritated by the constant, unwarranted press attention to unfavorably developed public relations emanating from the Hollywood film colony, Allen M. Widem, Hartford Times theatre editor, has been citing significant trends in wire service dispatches, with the arresting headline, "Film Colony Puts Best Foot Forward." He sifts through the daily wire service budget

for articles that can appropriately fit under the headline—recent examples have included $150,000 fund-raising for charity, pitching in by Bob Hope and other celebrities to help a paralyzed song artist record a tune.

NEW ORLEANS

Arthur Barnett, head of a buying and booking office which bears his name; and Abe Berenson, president, Allied Theatre Owners of Gulf States, were recently appointed territory representatives for Medallion Pictures of New York. Their extent of distribution includes New Orleans, Memphis and Atlanta territories. . . . Martin Theatres reopened the Fendley Drive-In, Andalusia, Ala., kept dark for several weeks for a screen replacement. High winds had demolished the former one. . . . Gulf States Theatres reopened the Anne Drive-In, Leland, Miss. . . . B. K. Stevens is now at the helm of the Joy, Rolling Fork, Miss., formerly operated by Cecil Howard. . . . Noe Domengeau has taken over the operation of the Palace, Broussard, La. . . . Ira Olroyd has turned over the buying and booking for the Teche, Franklin, La., to Theatre Owners Service. . . . Dr. A. L. Chatham, owner, Lincoln, Baton Rouge La., died recently. . . . George Henne, former assistant manager, Paramount, Jackson, Miss., was transferred here as assistant to manager Walter Guarino, Saenger, to fill the vacated post left by Joe Barrett, who has left the industry to join his father in commercial business in his home town of Tupelo, Miss. . . . Kroger Babb, Hollywood producer-distributor, was in in the interest of "Kipling's Women," which Don Kay Enterprises have acquired via franchise for territorial distribution. . . . WOMPI's presiding hostesses at the recent Game Night for the ladies at St. Anna's Home were Rolande Guma, Emily Landry, Claire Rita Stone, Ida Klos and her friend, Agneite Salzer, Gene Barnette, Evelyn McNaulty, Henry Smith husband of the late Carmen Smith, served as caller for the games. . . . George Baillio, head, Southern Amusement Company, Lake Charles, La., was handling the managerial duties of Exhibitors' Cooperative Service here, which he took over recently. . . . John Elzey, New Roads, La., exhibitor and son, Pat, reopened the Pat Drive-In, Vidalia, La. . . . Mrs. Edith Gee resumed operation at the Village, Bonita, La., which has been inactive since early in the winter. . . . Harland Leger is the new owner of the Pat, Jennings, La. . . . The Cortez, neighborhood landmark, is being razed to make way for a commercial business. The theatre was formerly owned and operated by the Francis B. Grosz family. . . . WOMPI's Judith Hamner, MGM staffer; and WOMPI Claire Rita Stone were injured in an automobile accident. . . . New screens have been installed in the Park, Houma, La., and the Foster, Port Sulphur, La. by Hodges Theatre Supply Company.

PHILADELPHIA

Mr. and Mrs. Gene Tunick, he's United Artists district manager, adopted their second child; and now have two boys. . . . Lew Davidoff, Ellis Theatres, was in Einstein Medical Center, Northern Division, for minor surgery . . . Dave Rosen, Mutual Films, Inc., has moved to 307 N. 13th Street. . . . Norman Lewis has closed the Jumbo, Front Street and Girard Avenue. He previously closed the Girard for use as a market. . . . William Madden, formerly MGM branch manager here and now in Chicago for MGM and his wife, Sally, announced the birth of Daniel Patrick Madden. They have two boys now . . . Tri-States Buying and Booking Service are now handling the Garden Drive-In, Hunlock



Don Murray and Walter Wood recently addressed combined communication classes, including students of journalism school and radio-TV departments, at Temple University while in Philadelphia for personal appearances in connection with the opening of their United Artists release, "The Hoodlum Priest," at the Viking.

Creek, Pa. . . . Herman Jarosh, Krankel Sanitary Supplies, died last fortnight. His business is being continued by his family at 4070 Parkside Avenue.

PITTSBURGH

Mayor Joseph M. Barr predicts a spring, 1962, start on the long-delayed new municipal sports stadium, to be constructed on the Northside. The Mayor forecast operation by 1964 or 1965—although other city officials believe he is overly optimistic. The new stadium is to replace historic Forbes Field, home of the worlds' champion Pirates, as well as the Pittsburgh Steelers. Forbes Field was purchased some time back by the University of Pittsburgh, and plans call for its demolishment for university expansion. . . . Pittsburgh Press drama and screen editor Kaspar Monahan reported that John Harris' Ice Capades was a tremendous sensation in Moscow, where the big skating spectacle appeared under State Dept. auspices. The opening night audience gave the show a 22 minute ovation, and lights had to be turned off so the performers could leave and get out of costume. Before opening, the show was a complete sellout for five weeks in advance, and the Moscow engagement has been extended to 10 weeks. . . . Mr. and Mrs. Wally Allen, one-time business manager for the M.P.T.O.A. of western Pennsylvania, and now head of advertising and budget control for Ohio's Chakeres Circuit, were visitors. . . . Harold V. Cohen, Post-Gazette drama editor, visited with Stanley Warner general manager Harry M. Kalmine, among others, at the Variety Club Miami convention. . . . Ralph Buring, 20th Century-Fox field exploiteer, had Carol Lynley in town for the publicity rounds ahead of her "Return To Peyton Place," premiering at Associated's Gateway. . . . Also in town was Robert E. Lee, associated producer of Louis de Rochemont Associates' "Question 7." The film, sponsored by the Lutheran Church, was booked at Shea's Fulton. . . . Mrs. Ernest Stern, wife of the Associated Theatres head, was chairman for the "Beau Brummell Ball" at the Hilton Hotel—gala event staged for the benefit of ORT (Organization for Rehabilitation through Training). . . . Press television editor Fred Remington headlined the fact that a survey shows nighttime tv viewing has dropped six per cent since 1957. . . . Ed Lurie, United Artists exploiteer, and his wife Evelyn celebrated their 35th wedding anniversary. . . . Paramount branch manager Don Hicks held an evening invitational preview of Marlon Brando's "One-Eyed Jacks" for opinion-makers, at the Manor. Picture is scheduled for a run at the downtown Stanley. . . . John Bos, who recently joined Universal's "Spartacus" exploitation staff, completed his San Antonio assignment, and went on to Galveston as well as Arizona's Phoenix and Tucson. . . . Closing of the roadshow engagement of Otto Preminger's "Exodus" at the Warner was announced for June 6.

ST. LOUIS

Rain and high winds caused a good deal of damage and inconvenience to St. Louis area exhibitors. Most seriously damaged was the Lindell, an Arthur Enterprises Theatre. Weight of water caused supporting beams to give out and the marquee fell to the sidewalk. Tragedy was narrowly averted since the custodian had been outside checking something and had just walked back into the theatre when the marquee fell. There was no damage to the theatre's interior, and the Arthurs plan to repair the marquee as quickly as possible. . . . A. Kuess, Jr., New Athens, who only recently announced he had given up his theatre to the local Lions Club, made his final trip to town to pick up a special film. He was forced to come to St. Louis when the film couldn't get to him due to flooded roads. . . . Tab Hunter was at Famous-Barr department store downtown and in the branches autographing Dot records and promoting the Shaw's Garden benefit. . . . The clown, Red Ace, was in promoting "The Big Show," which opened at the Fox. . . . Increased membership was the goal of the May WOMPI meeting. . . . Mrs. Augusta DeVinney, mother of Marcella DeVinney, booker at Buena Vista, underwent an eye operation. She is recuperating nicely. . . . Grace Engelhard, formerly cashier at Realart, has been named the office manager and booker. Dorothy Dressel, who has been handling hard ticket sales for "Exodus," will take over as cashier at Realart. . . . "Never On Sunday" is in its 17th week at the Apollo with no sign of slowing down. The previous long run record at the Apollo was 10 weeks. Owner Grace Piccioni was recently named chairman of the entertainment committee for a fair celebrating the 55th year of the founding of University City. The fair is scheduled for June 8 through 11. . . . WOMPIs have announced that their installation dinner June 21 will be held at the Golden Fried Chicken Loaf. . . . Balco, La Centre, Ky., has closed indefinitely. . . . Douglas, St. Louis, owned by Tommy James, has been closed. . . . SkiHi Drive-In, Lebanon, Mo., is opening. . . . Centralia Drive-In, Centralia, Ill., Bloomer Circuit, opened full time with "Pepe." . . . William Hepler, Cahokia, Ill., was in recently discussing the possibilities of opening a theatre in that town. . . . George Reagen, film distributor, visited with William Gehring, branch manager at 20th-Fox. . . . Senator Frank X. Reller, Wentzville, was reported in satisfactory condition, according to officials at St. Mary's Hospital in Jefferson City. . . . Wilton J. Colonna was commended for showing the most family pictures at his Manchester Drive-In, at the annual luncheon and installation of officers of the Better Films Council of Greater St. Louis, Inc. George Kearsotes, Kerasotes Circuit, was the principle speaker. Officers installed for the coming year were president, Mrs. Richard P. Moll; first vice-president, Mrs. John Hogan Miller; second vice-president, Mrs. John Jamieson; third vice-president, Mrs. G. A. McCalpen; fourth vice-president, Mrs. Frank A. Strake; fifth vice-president, Mrs. O. E. Babcock; sixth vice-president, Mrs. Milton Napier; treasurer, Mrs. George S. Guenther; recording secretary, Mrs. Roy J. Klosterman;



A group of Model-T Ford owners, members of the Antique Auto Club of Boston, attended a showing at the Keith Memorial of Buena Vista's "The Absent-Minded Professor." The film stars a Model-T.

corresponding secretary, Mrs. William Moore; and auditor, Mrs. Richard Porter.

SALT LAKE CITY

Veteran actor Regis Toomey was in to help publicize U-I's "The Last Sunset" due at the Fox Uptown. . . . The Redwood Drive-In has been remodelled. It has a new screen tower, equipment, asphalt top, new refreshment stand and playground. . . . As part of its extensive renovation program, the Fox Intermountain Theatres' Uptown now has a new marquee.

SAN ANTONIO

The Texas, operated by the Cinema Arts Theatres, is getting a facelifting, including lobby improvements, new drapes, and other modern changes. There will be no interruption of business, according to Tom Powers, city manager of the circuit. Powers also announced that the downtown house is planning a switch to a policy of showing major films. . . . Workmen removed the marquee and upright signs from the old State, which has been closed for some time. . . . San Antonians possessing old copies of "Mein Kampf" had an opportunity to receive complimentary tickets to the Aztec to see the documentary film of that name. Patrons were invited to bring in their copies and register the date of publication with Norman Schwartz, manager of the Aztec. The 50 persons with the oldest copies will receive two tickets each to see the film. . . . Mateo Vella B. took over the operation of the Rey, Galveston, Tex. . . . Jack Vance, head of Big Four Films Co., which recently established headquarters here, plans to have "The Birth of Texas" before the cameras soon. Among the local actors who will be in the cast are John Hamilton, who worked in "The Alamo," Dave McEnery, Phil Medlin, and Curly Williams. . . . The Aztec had a gimmick for the opening of the Shirley MacLaine movie, "All In A Night's Work," whereby each of the first 25 women purchasing tickets received "a costume just like the one Miss MacLaine wears in the movie. The women were in for a surprise, however. It wasn't a dress or a pair of shorts, but a Turkish towel. . . . The Crest Drive-In, Tyler, Tex., celebrated its 12th birthday by sharing a double feature and a huge birthday cake with all its patrons. . . . "None But The Brave" is being filmed by the Spicewood Studios in Austin, Tex. The war picture with a Texas background is expected to be completed late this summer for American International release. . . . Spring cleaning at the Garland Road Drive-In, Garland, Tex., got out of hand when high winds caused a trash fire to spread to a shed used for empty bottle storage. The shed and about 400 bottles were destroyed. . . . Doug Spierckerman has been named manager, Graham Drive-In, Graham, Tex. He succeeds J. D. McCain, who takes over duties as manager, Frontier, Gainesville, Tex. . . . The second annual "Miss Kingsville Beauty Contest" sponsored by the Chamber of Commerce will be held at the King's Drive-In, Kingsville, Tex., on June 22 and 23.

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"Dondi," alias David Kory, star of Allied Artists' film of the same name, becomes co-star with "Bozo," the clown, on WHDH-TV, Boston, during his personal appearance in Boston and New England cities to promote the film's opening at the Paramount, Boston.

The winner will receive a beautiful trophy donated by L. S. Sipes, owner-manager of the King's and Rancho Drive-Ins. . . . The Starlite Drive-In, Tyler, Tex., has been purchased by Ed Bowen of Dallas, where he already operates two drive-ins. . . . Advance tickets to the opening of Jack Arthur's Starlite Drive-In, Stephenville, Tex., were sold by the Distributive Education Club of the local high school for the bargain price of $1 per carload. Admission at the drive-in was 50 cents per person. The club conducted the ticket sale for their annual banquet. . . . Walter Grubbs, manager, Circle Drive-In, Waco, Tex., invited the children from the Crippled Children's Hospital to a special showing of "101 Dalmations." The Waco Junior Chamber of Commerce provided the transportation and the Pure Milk Co. and the Weston Biscuit Co. served free ice cream and cookies. . . . Sam Tanner, director of Jefferson Amusement Co., and East Texas Theatres, has announced the establishment of a $1,000 Clark Gable Memorial Scholarship Competition. Set up as a special tribute to the late star and tied in with the current re-release of "Gone With the Wind" as part of the Civil War Centennial observation, the scholarship is being sponsored jointly by the two circuits and Metro-Goldwyn-Mayer Pictures. To become eligible to enter the contest students must obtain entry blanks at the theatre in their area showing the film. In addition to answering two questions based on the film, students are being asked to write an essay of not more than 200 words about the significance of General Sherman's siege of Atlanta and how it affected the outcome of the Civil War. . . . Karen Sharpe, Hollywood actress, was a recent visitor to the city where she visited with friends and relatives. . . . Among the Hollywood stars here for a recent telethon on WOAI and WOAI-TV were Jayne Mansfield, Mickey Hargitay, Rex Allen and Pedro Gonzalez-Gonzalez. . . . William Terry and B. F. Crook acquired the State, Lindale, Tex., from Earl Reese Wood. . . . A new theatre is to be built in a newly opened shopping center in Austin, Tex. . . . Pat Boone, who recently finished starring in "All Hands on Deck" appeared at the Lubbock Municipal Coliseum to a capacity audience in Lubbock, Tex. . . . A truck of the O & A Film Lines parked in front of the Pershing at El Paso, Tex., was stolen and no trace of the vehicle has been found. . . . Joe Muker has opened the Gem at Waco, Tex., which was previously operated by the Bijou Amusement Co. . . . The Beltonian, Belton, Tex., formerly operated by the Frontier Theatres, is presently being operated by Fred Smith.

William H. Simpson Jr., has taken over the operation of the Dunbar, Temple, Tex. . . . Mrs. Roy Starling has announced that she has leased her White, in Fort Worth, Tex. . . . Bill T. Bohling, manager of the Capri, El Paso, Tex., in conjunction with Ralph Ritter, Quaker Oats representative, launched an extensive advertising campaign on behalf of "Cimarron." A child's free admission ticket to see the movie is being included in each box of Quaker Oats. The child must be accompanied by a paid adult admission. One sheet displays were placed in various local food stores. In the lobby was a display of Quaker Oats.

Three full length motion pictures will be filmed here, according to Russ Harvey, president of Russell Productions Corp. Harvey said the first, "Terror Below," is scheduled to get underway in June.

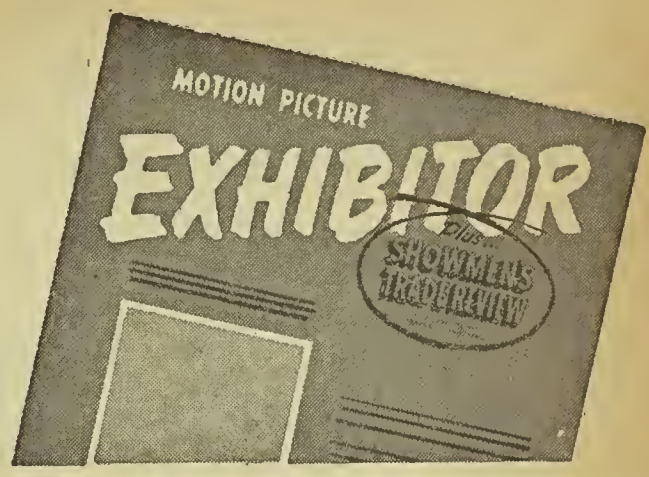
SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



JUNE 7, 1961 SECTION TWO
VOL. 66, NO. 1

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travel
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope	MC—MetroColor	TC—Technicolor	VV—VistaVision
DC—DeLuxe Color	PV—Panavision	TE—Technirama	C—Other color
EC—Eastman Color	RE—Reissue	TS—Totalscope	

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6105 **ANGEL BABY**—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film introduces new star

6002 **BLUEBEARD'S TEN HONEYMOONS**—MD-93m.—George Sanders, Corinne Calvert—4709 (6-8-60)—Good horrer meller

BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles.

6009 **CALTIKI, THE IMMORTAL MONSTER**—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the duallers

6106 **DAVID AND GOLIATH**—SP-95m.—(EC; TotalScope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacl should prove saleable—Italian-made—dubbed in English.

6007 **HELL TO ETERNITY**—MD-132m.—Jeffrey Hunter, Patricia Owens—4729 (8-17-60)—High rating war entry

6016 **HEROD THE GREAT**—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made spectacle—Italian-made; dubbed in English

6014 **HEROES DIE YOUNG**—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller

6107 **KING OF THE ROARING 20's**—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a notorious gambler.

6101 **LOOK IN ANY WINDOW**—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploitable angles

6103 **OPERATION EICHMANN**—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama

6008 **PLUNDERERS, THE**—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans

6006 **RAYMIE**—D-73m.—David Ladd, Julie Adams, John Agar—4757 (10-12-60)—Programmer for family trade

6013 **SERENGETI SHALL NOT DIE**—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grizimek—4789 (2-8-61)—Good documentary on Africa

6003 **SEX KITTENS GO TO COLLEGE**—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower half

6010 **TORMENTED**—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half

6015 **UNFAITHFULS, THE**—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Mar. **DONDI**—David Janssen, Patti Page, David Kory
May **TIME BOMB**—Curt Jurgens, Mylene Demongeot
June **ARMORED COMMAND**—Howard Keel, Tina Louise
July **BRAINWASHED**—Curt Jurgens, Claire Bloom

COMING

BIG WAVE, THE—Seesue Hayakawa—Japanese-Made
BLOODY BROOD—Barbara Lord, Jack Bett
TWENTY PLUS TWO—David Janssen, Jeanne Crain, Dina Merrill

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

506 **AMAZING TRANSPARENT MAN, THE**—MD-60m.—Marguerite Chapman, Douglas Kennedy—4749 (9-14-60)—Lower half science fiction

505 **BEYOND THE TIME BARRIER**—MD-80m.—Robert Clarke, Darlene Tompkins—4729 (8-17-60)—Science fiction for the duallers

502 **BLACK SUNDAY**—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—Dubbed in English

509 **GOLIATH AND THE DRAGON**—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)——Spectacle should do okay when actively sold—Italian-made; dubbed in English

601 **HAND, THE**—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England

502 **HOUSE OF USHER, THE**—MD-78m.—(CS; C)—Vincent Price, Myrna Fahey—4713 (6-22-60)—Macabre horror item for adults

408 **JAILBREAKERS, THE**—MD-63m.—Robert Hutton, Mary Castle—4709 (6-8-60)—Strictly for the duallers

508 **JOURNEY TO THE LOST CITY**—MD-95m.(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the program

603 **KONGA**—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English

MASTER OF THE WORLD—SFD-104m.—(MagnaColor; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—Well-made, interesting science fiction entry

507 **PORTRAIT OF A SINNER**—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in particular—English

504 **WHY MUST I DIE?**—MD-86m.—Terry Moore, Debra Paget, Bert Freed—4721 (7-20-60)—Exploitable programmer on capital punishment

TO BE REVIEWED

BEWARE OF CHILDREN—Leslie Phillips, Geraldine McEwan
JEKYLL'S INFERNO—(Megascope; C)—Paul Massie, Dawn Addams
OPERATION CAMEL—Nora Hayden, Louis Renard
PIT AND THE PENDULUM, THE—(C; Panavision)—Vincent Price, Barbara Steele
PROFESSIONALS, THE—William Lucas
REPTILICUS—(C)—Bodil Miller

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

&

Absent-Minded Professor, The	A1	Miso.
•Ada		MGM
Adventure, The		For.
Alamo	A1	UA
All Hands On Deck	A1	Fox
All In A Night's Work	A3	Par.
All The Fine Young Cannibals	A3	MGM
All the Young Men	A2	Col.
Amazing Transparent Man	A1	A-I
And Quiet Flows The Don	B	UA
Angel Baby		AA
Angel Wore Red, The	A3	MGM
Angry Silence, The	A3	For.
Anna's Sin	A3	Fro.
•Armored Command		AA
•As The Sea Rages	A2	Col.
Atlantis, The Lost Continent	A2	MGM
Atlas		Misc.

PLEASE NOTE . . .

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THE EDITORIAL STAFF

B

•Bachelor In Paradise		MGM
•Back Street		U-I
Ballad Of A Soldier	A2	For.
Barefoot Mailman, The—RE	A1	Col.
•Battle At Bloody Beach	A2	Fox
Battle In Outer Space	A1	Col.
Bellboy, The	A2	Par.
Belles And Ballets		For.
Bells Are Ringing	A2	MGM
Between Time and Eternity	B	U-I
Beyond The Time Barrier	A1	A-I
•Beware Of Children	A2	A-I
Big Chief, The		For.
Big Deal On Madonna Street, The	A3	For.
•Big Gamble, The	A1	Fox
•Big Wave, The		AA
Big Show, The	B	Fox
Bimbo The Great	B	WB
Black Sunday	A2	A-I
Blast Of Silence	A3	U-I
•Blood and Roses	B	Par.
•Bloody Brood		AA
•Blue Hawaii		Par.
Bluebeard's Ten Honeymoons	B	AA
Blueprint For Robbery	A2	Par.
Born Yesterday—RE	B	Col.
•Boy Who Found $100,000		UA
Boy Who Stole A Million, The	A1	Par.
•Brainwashed		AA
•Breakfast At Tiffany's		Par.
Breath of Scandal, A	B	Par.
Breathless	C	For.
Bridge, The		AA
•Bridge To The Sun		MGM
Brides Of Dracula, The	A2	U-I
Butterfield 8	B	MGM
•By Love Possessed		UA

C

Cage Of Evil	A2	UA
Caltiki, The Immortal Monster		AA
Canadians, The	A2	Fox
•Cape Fear		U-I
Captain's Table	A3	Fox
Career Girl		Miso.
Career Girls On A Naked Holiday		Misc.
Carmen Comes Home		For.
Carry On Nurse	B	For.
Carthage In Flames	B	Col.
Chartroose Caboose		U-I
•Cat Burglar, The		UA
Cimarron	A1	MGM
Cinderella	A1	Par.
Circle of Deception	SP	Fox
•Claudelle Inglish		WB
•Cleopatra		Fox
Code Of Silence		Misc.
College Confidential	A3	U-I
•Colossus Of Rhodes, The		MGMI
Come Dance With Me	C	For.
•Come September		U-I
Confess, Dr. Corda		For.
Cool Wind In August, A		Misc.
•Couch, The		WB
•Counterfeit Traitor, The		Par.
Crowded Sky, The	A3	WB
Crowning Experience, The	SP	Misc.
Cry Freedom		For.
Cry For Happy	B	Col.
Curse Of The Werewolf	B	U-I

D

Dark At The Top Of The Stairs, The	A3	WB
David and Goliath	A1	AA
Day They Robbed the Bank of England	A1	MGM
Days Of Thrills And Laughter	A1	Fox
Dead One, The		Misc.
•Deadlock		Par.
Desert Attack	A1	Fox
Desire In The Dust	B	Fox
•Devil At 4 O'clock, The		Col.
Devil's Commandment, The		For.
Dinosaurus	A1	U-I
Dog, A Mouse and A Sputnick, A		For.
•Dondi	A1	AA
Don Quixote—USSR	A2	MGM
•Double Trouble		Fox
Dreams		For.
•Dr. Blood's Coffin		UA

E

Electronic Monster, The	B	Col.
Elephant Walk—RE	A2	Par.
Elmer Gantry	B	UA
End of Innocence	A3	For.
Enemy General, The	A2	Col.
Entertainer, The	B	For.
Esther And The King	B	Fox
Exodus	A3	UA

F

Fabulous World of Jules Verne	A1	WB
Facts Of Life, The	A3	UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

506 **ALL THE YOUNG MEN**—D-87m.—Alan Ladd, Sidney Poitier, Ana St. Clair—4725 (8-3-60)—Fast-moving war story has names

508 **AS THE SEA RAGES**—D-74m.—Maria Schell, Cliff Robertson, Cameron Mitchell—4733 (8-31-60)—Mostly suitable for art spots—Filmed abroad

449-R **BAREFOOT, MAILMAN, THE**—MD-83m.—(SuperCinecolor)—Robert Cummings, Terry Moore—4753 (9-28-60)—Interesting program for duallers—Reissue

430 **BATTLE IN OUTER SPACE**—MD-90m.—(TohoScope; EC)—Japanese cast—4709 (6-8-60)—Okay science fiction thriller—Japanese-made; dubbed in English

BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue

CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made

CRY FOR HAPPY—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles

428 **ELECTRONIC MONSTER, THE**—MD-72m.—Rod Cameron, Mary Murphy—4709 (6-8-60)—Lower half filler

505 **ENEMY GENERAL, THE**—MD-74m.—Van Johnson, Dany Carrel—4729 (8-17-60)—Counter espionage meller for duallers

507 **FAST AND SEXY**—(TE; TC)-98m.—Gina Lollobrigida, Dale Robertson—4733 (8-31-60)—Good comedy loaded with Gina's curves

FIVE GOLDEN HOURS—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England

GIDGET GOES HAWAIIAN—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program

GUNS OF NAVARONE, THE—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed Abroad

HAND IN HAND—D-75m.—Loretta Parry, Philip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English

516 **HELL IS A CITY**—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for the program—England

512 **I AIM AT THE STARS**—BIOD-107m.—Curt Jurgens, Victoria Shaw—4750 (9-14-60)—Timely, controversial biopic can be exploited

519 **JAZZ BOAT**—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English

513 **LET NO MAN WRITE MY EPITAPH**—D-106m.—Burl Ives, Shelley Winters—4753 (9-28-60)—Unpleasant but gripping drama has angles

MAD DOG COLL—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program

MEIN KAMPF—DOC.-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating

504 **NIGHTS OF LUCRETIA BORGIA, THE**—MD-108m.—(TS; EC)—Belinda Lee, Jacques Sernas—4721 (7-20-60)—Spectacle for the program—Italy

510-R **ON THE WATERFRONT**—MD-108m.—Marlon Brando, Eva Marie Saint—4733 (8-31-60)—Rugged meller is one of the best—Reissue

PASSPORT TO CHINA—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half

PEPE—C-157m.—(Panavision-CS-TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining

PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue

518 **PLEASE TURN OVER**—C-86m.—Ted Ray, Jean Kent—4757 (10-12-60)—Plenty of laughs in cute comedy—England

RAISIN IN THE SUN, A—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high

SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue

511 **SONG WITHOUT END**—D-129m.—(CS; EC)—Dirk Bogarde, Capucine—4713 (6-22-60)—Well-made biography of Franz Liszt

503 **STOP, LOOK AND LAUGH**—C-78m.—Three Stooges, Paul Winchell—4717 (7-2-60)—Okay show for the kiddies

427 **STRANGLERS OF BOMBAY**—MD-81m.—Guy Rolfe, Marne Maitland—4709 (6-8-60)—Okay horror entry for the program

514 **SURPRISE PACKAGE**—C-100m.—Yul Brynner, Mitzi Gaynor—4757 (10-12-60)—Entertaining comedy

SWORD OF SHERWOOD FORREST—MD-80m.—(EC; Megascope)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—English

502 **13 GHOSTS**—MD-88m.—(Part EC)—Charles Herbert, Jo Morrow—4713 (6-22-60)—Gimmick-filled horror pic is exploitable

TERROR OF THE TONGS—MD-80m.—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made

THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal

431 **TWELVE TO THE MOON**—MD-74m.—Ken Clark, Michi Kobi—4713 (6-22-60)—Science fiction for the lower half

TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue

UNDERWORLD, U. S. A.—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program

WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy

509-R **WILD ONE, THE**—MD-80m.—Marlon Brando, Mary Murphy—4733 (8-31-60)—Rugged meller lends itself to exploitation—Reissue

COMING FEATURES IN ORDER OF RELEASE

May **STOP ME BEFORE I KILL**—Claude Dauphin, Diane Cilento
May **WARRIOR EMPRESS, THE**—(CS; C)—Kerwin Mathews, Tina Louise
June **GREENGAGE SUMMER, THE**—(C)—Kenneth More, Danielle Darrieux—French-made
June **HOMICIDAL**—Glenn Corbett, Patricia Breslin
June **MOST DANGEROUS MAN ALIVE, THE**—Ronald Randall, Debra Paget
July **TWO RODE TOGETHER**—(C)—James Stewart, Shirley Jones
Aug. **MYSTERIOUS ISLAND**—(Super-Dynamation; C)—Michael Craig, Joan Greenwood

COMING

DEVIL AT 4 O'CLOCK, THE—(CS; C)—Spencer Tracy, Frank Sinatra, Barbara Luna
PLAY IT COOL—Anthony Newley, Anne Aubrey
SCREAM OF FEAR—Susan Strasberg, Ronald Lewis
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

20 **ALL THE FINE YOUNG CANNIBALS**—D-112m.—(CS; MC)—Robert Wagner, Natalie Wood—4721 (7-20-60)—Fine drama features top young talent

101 **ANGEL WORE RED, THE**—D-99m.—Ava Gardner, Dirk Bogarde, Joseph Cotten—4733 (8-31-60)—Sell the names for best results

113 **ATLANTIS, THE LOST CONTINENT**—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry

17 **BELLS ARE RINGING**—MUC-127m.—(CS; MC)—Judy Holliday, Dean Martin—4710 (6-8-60)—Highly entertaining musical

106 **BUTTERFIELD 8**—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems headed for better business

108 **CIMARRON-WSP**—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry

19 **DAY THEY ROBBED THE BANK OF ENGLAND, THE**—MD-85m.—(Metroscope)—Aldo Ray, Elizabeth Sellars—4721 (7-20-60)—Crime meller for the duallers—English-made

DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film

114 **GONE WITH THE WIND**—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue

111 **GO NAKED IN THE WORLD**—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences

105 **GORGO**—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England

103 **KEY WITNESS**—MD-81m.—(CS)—Jeffrey Hunter, Pat Crowley—4750 (9-14-60)—Very good juvenile delinquency meller

119 **RING OF FIRE**—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller

115 **SECRET PARTNER, THE**—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English

102 **SUBTERRANEANS, THE**—D-89m.—(CS; MC)—Leslie Caron, George Peppard—4714 (6-22-60)—Beatniks inaction for the program

9 **TIME MACHINE, THE**—MD-103m.—(MC)—Rod Taylor, Alan Young, Yvette Mimieux—4722 (7-20-60)—Novel science fiction programmer

117 **TWO LOVES**—D-100m.—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help

109 **VILLAGE OF THE DAMNED**—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England

110 **WHERE THE BOYS ARE**—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters

104 **WHERE THE HOT WIND BLOWS**—D-120m.—Gina Lollobrigida, Pierre Brasseur—4757 (10-12-60)—Strong sell, names will boost satisfactory import—French-Italian made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Apr. **GREEN HELMET, THE**—Bill Travers, Nancy Walters
July **HONEYMOON MACHINE**—Steve McQueen, Paula Prentiss
July **MORGAN THE PIRATE**—(CS; C)—Steve Reeves, Valerie Lagrange
Aug. **BRIDGE TO THE SUN**—Carroll Baker, James Shigeta
Aug. **ADA**—(CS; C)—Susan Hayward, Dean Martin

COMING

BACHELOR IN PARADISE—Bob Hope, Lana Turner
COLOSSUS OF RHODES, THE—(CS; C)—Rory Calhoun, Lea Massari
FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thulin
INVASION QUARTET—Bill Travers, Gregoire Aslan
KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Siobhan McKenna
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT IN THE PIAZZA, THE—Olivia DeHavilland, Rossano Brazzi
MAGIC BOY—(EC)—Japanese Animated Cartoon
MATTER OF WHO, A—Terry-Thomas, Alex Nicol
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision, C)—Marlon Brando, Trevor Howard
SECRET OF MONTE CRISTO, THE—(Dyalscope; C)—Rory Calhoun, Gianna Maria Canale
TARTARS, THE—(CS; C)—Victor Mature, Orson Welles
THIEF OF BAGHDAD, THE—(C;CS)—Steve Reeves, Georgia Moll
THUNDER OF DRUMS, A—Richard Boone, George Hamilton
WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
5924 **BELLBOY, THE**—C-72m.—Jerry Lewis—4722 (7-20-60)—Mildly amusing Lewis entry
6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
5001 **BOY WHO STOLE A MILLION, THE**—MD-64m.—Maurice Reyna, Virgilio Texera, Marianne Benet—4753 (9-28-60)—Good program entry for family—Filmed in Spain
6006 **BREATH OF SCANDAL, A**—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has angles, names
6007 **CINDERFELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention—Reissue
6013 **FOXHOLE IN CAIRO**—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
6005 **G. I. BLUES**—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
5927 **IT STARTED IN NAPLES**—C-100m.—(VV; TC)—Clark Gable, Sophia Loren—4722 (7-20-60)—Lush scenery, strong names highlight comedy
R6012 **NAKED JUNGLE, THE**—MD-95m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter)—4819 (5-17-61)—Very funny Danny Kaye vehicle
6014 **ONE-EYED JACKS**—W-141m—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds)—4819 (5-17-61)—Cute, entertaining and sophisticated
5926 **PSYCHO**—MD-109m.—Anthony Perkins, Vera Miles—4714 (6-22-60)—Rare experience in horror
6004 **SAVAGE INNOCENTS, THE**—D-110m.—(Technirama 70; TC)—Anthony Quinn, Yoko Tani—4758 (10-12-60)—Excellent educational subject with brilliant photography
5925 **TARZAN THE MAGNIFICENT**—MD-88m.—(TC)—Gordon Scott, Betta St. John—4714 (6-22-60)—One of the better Tarzan entries
6002 **UNDER TEN FLAGS**—D-92m.—Van Heflin, Mylene Demongeot, Charles Laughton—4734 (8-31-60)—Highly interesting yarn of "humane" warfare
5922 **WALK LIKE A DRAGON**—D-95m.—Jack Lord, Nobu McCarthy—4710 (6-8-60)—Average program fare
6008 **WORLD OF SUZIE WONG, THE**—D-129m.(TC)—Willilam Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

June **LOVE IN A GOLDFISH BOWL**—(TC; CS)—Tommy Sands, Fabian
July **LADIES' MAN**—(TC)—Jerry Lewis, Helen Traubel

COMING

BLOOD AND ROSES—(TE; TC)—Mel Ferrer, Annette Vadim
BLUE HAWAII—(TC)—Elvis Presley, Joan Blackman
BREAKFAST AT TIFFANY'S—(TC)—Audrey Hepburn, George Peppard
COUNTERFEIT TRAITOR—(TC)—William Holden, Lilli Palmer
DEADLOCK—Jeffrey Hunter, Stella Stevens
HATARI—(TC)—John Wayne, Red Buttons
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
MY GEISHA—(TC; Panavision)—Shirley MacLaine, Yves Montand
SUMMER AND SMOKE—(TC)—Laurence Harvey, Geraldine Page
TOO LATE BLUES—Bobby Darin, Stella Stevens

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
BIG SHOW, THE—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
102 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
040 **CAPTAIN'S TABLE, THE**—C-90m.—(DC)—John Gregson, Peggy Cummins—4714 (6-22-60)—Cute comedy import—England
111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
046 **DESIRE IN THE DUST**—D-102m.—(CS)—Raymond Burr, Martha Hyer—4753 (9-28-60)—Interesting drama of small Southern town
DESERT ATTACK—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
FIERCEST HEART, THE—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell.
056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
030 **FOR THE LOVE OF MIKE**—D-84m.—(CS; DC)—Richard Basehart, Danny Bravo—4725 (8-3-60)—Good program entry for family trade
043 **FRECKLES**—D-84m.—(CS; DC)—Martin West, Carol Christenson—4754 (9-28-60)—Okay entry for the program
028 **FROM THE TERRACE**—D-144m.—(CS; DC)—Paul Newman, Joanne Woodward, Myrna Loy—4717 (7-2-60)—Strong entry has fine boxoffice potential
039 **GODDESS OF LOVE, THE**—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—(English dialogue; made in Italy)
036 **HIGH TIME**—C-103m.—(CS; DC)—Bing Crosby, Fabian, Tuesday Weld—4754 (9-28-60)—Cute comedy
038 **HIGH-POWERED RIFLE, THE**—MD-60m.—Willard Parker, Allison Hayes—4725 (8-3-60)—Program filler
IDIOT, THE—D-122m.—(C)—J. Borisova, Y. Yakovlev—4725 (8-3-60)—Interesting import—U. S. S. R. made; dubbed in English
037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
034 **LET'S MAKE LOVE**—C-118m.—(CS; DC)—Marilyn Monroe, Yves Montand, Tony Randall—4734 (8-31-60)—MM funfest headed for better money
102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
026 **LOST WORLD, THE**—MD-98m.—(CS; DC)—Michael Rennie, Jill St. John—4717 (7-2-60)—Very good science fiction entry
101 **MARRIAGE-GO-ROUND, THE**—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
104 **MILLIONAIRESS, THE**—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power
031 **MURDER, INC.**—MD-103m.—(CS)—Stuart Whitman, May Britt, Henry Morgan—4717 (7-2-60)—Well made interesting gangland tale

•Fanny		WB
Fast and Sexy	A3	Col.
Fast Set, The		For.
Ferry to Hong Kong	A2	Fox
Fever In The Blood, A	A3	WB
Fiercest Heart, The	A2	Fox
Five Golden Hours	A3	Col.
Five Guns To Tombstone	A1	UA
Flaming Star	A1	Fox
•Flower Drum Song		U-I
Follow A Star		For.
For the Love Of Mike	A1	Fox
For Members Only		For.
•Four Horsemen Of The Apocalypse		MGM
Foxhole In Cairo	B	Par.
Freckles	A1	Fox
French Mistress, A	A3	For.
•Francis of Assisi		Fox
From The Terrace	B	Fox
Frontier Uprising	A1	UA

Gambler Wore A Gun, The		UA
General Della Rovere	A2	For.
•Geronimo		UA
Gidget Goes Hawaiian	A2	Col.
G. I. Blues	B	Par.
Girl In Lovers' Lane, The		Misc.
Girl Of The Night	SP	WB
Go Naked In The World	B	MGM
Goddess of Love, The	B	Fox
Gold Of The Seven Saints	A2	WB
Goliath and the Dragon	A2	A-I
Gone With The Wind—RE	B	MGM
Good Girls Beware		For.
•Goodbye Again		UA
Gorgo	A1	MGM
Grass Is Greener, The	A3	U-I
Great Imposter, The	A2	U-I
•Green Helmet, The	A1	MGM
•Greengage Summer, The	A3	Col.
Green Carnation, The—See The Trials of Oscar Wilde		
•Gun Fight		UA
Guns Of The Navarone, The	A1	Col.

H

Hand, The	A2	A-I
Hand In Hand	A1	Col.
Hannibal	A2	WB
•Hatari		Par.
Head of a Tyrant	B	U-I
Heaven On Earth	A1	For.
Hell Is A City	A3	Col.
•Hell Is For Heroes		Par.
Hell To Eternity	B	AA
Hercules Unchained	B	WB
Herod, The Great	B	AA
Heroes Die Young	A3	AA
Hideous Sun Demon, The		Misc.
Hideout In The Sun		Misc.
High-Powered Rifle	A2	Fox
High Time	A1	Fox
Hippodrome		For.
Hiroshima, Mon Amour	B	For.
Home Is The Hero	A2	For.
•Homicidal	A2	Col.
•Honeymoon Machine		MGM
Hoodlum Priest, The	A2	UA
Horse With The Flying Tail, The		Misc.
Hound That Thought He Was A Racoon, The	A1	Misc
House Of Usher, The	A2	A-I
•House Of Women		WB

I

I Aim At the Stars	A2	Col.
Ice Palace	A2	WB
Idiot, The	A3	Fox
Inherit the Wind	A3	UA
•Invasion Quartet		MGM
It Happened In Broad Daylight		For.
•It Happened In Athens		Fox
It Started in Naples	A3	Par

J

Jailbreakers, The	A2	AI
Jazz Boat	B	Col.
*Jekyll's Inferno	B	AI
Journey To The Lost City	A2	A-I
Jungle Cat	A1	Misc.

K

Key Witness	A3	MGM
*King Of Kings, The		MGM
King Of The Roaring '20's		AA
Konga	A2	A-I

L

*Lad: A Dog		WB
*Ladies' Man		Par.
La Dolce Vita	SP	For.
*Lady L		MGM
Last Days Of Pompeii, The	A1	UA
Last Sunset, The	B	U-I
Last Time I Saw Archie, The		UA
Last Woman On Earth, The		Misc.
Leech Woman, The	B	U-I
League Of Gentlemen, The	A3	For.
Left, Right and Center	A1	For.
Legions Of The Nile	B	Fox
Let No Man Write My Epitaph	A3	Col.
Let's Make Love	B	Fox
*Light In The Piazza, The		MGM
*Lion Of Sparta		Fox
Little Angel	A1	For.
Little Shepherd of Kingdom Come, The	A1	Fox
Little Shop Of Horrors, The		Misc.
Long Rope, The	A2	Fox
Look In Any Window	B	AA
Lost World, The	A1	Fox
Love And The Frenchwoman	B	For.
*Love In A Goldfish Bowl	B	Par.
Love Specialist, The		For.
Love Game, The	C	For.
*Lover Come Back		U-I
*Loves Of Salammbo, The		Fox

M

Ma Barker's Killer Brood		Misc.
Mad Dog Coll	B	Col.
*Madison Avenue		Fox
Magdalena	C	For.
*Maglo Boy, The	A1	MGM
Magnificent Seven, The	A2	UA
*Majority Of One, A		WB
Make Mine Mink	A3	For.
*Marauders, The		WB
Marie Octobre	A2	For.
Marriage-Go-Round	B	Fox
Master of the World	A1	A-I
*Matter Of Morals, A		UA
*Matter Of Who, A		MGM
Mein Kampf	A2	Col.
Michael Strogoff	A1	For.
Midnight Lace	A2	U-I
Mighty Crusaders, The	A1	For.
Millionairess, The	B	Fox
Minotaur, The	B	UA
Misfits, The	B	UA
*Misty	A1	Fox
Modigliani Of Montparnasse		For.
Monster Of The Piedras Blancas, The		Misc.
Morals Squad		Misc.
*Morgan The Pirate		MGM
*Most Dangerous Man Alive, The		Col.
Murder, Inc.	A3	Fox
*Murder, She Said		MGM
*Mutiny On The Bounty		MGM
*My Geisha		Par.
*Mysterious Island		Col.

N

*Naked Edge, The		UA
Naked Jungle, The—RE	A2	Par.
Natchez Trace		Misc.
Never On Sunday	C	For.
Next To No Time		For.
Nightfighters, The	A2	UA
Nights Of Lucretia Borgia, The	B	Col.
No Morals		For.
North To Alaska	A3	Fox

O

Ocean's Eleven	A3	WB
Okefenokee		Misc.
Ole Rex	A1	U-I
On The Double	A1	Par.
On The Waterfront—RE	A2	Col.

051 **NORTH TO ALASKA**—C-122m.—(CS; DC)—John Wayne, Capucine, Fabian—4766 (11-9-60)—Comedy has angles
029 **ONE FOOT IN HELL**—W-90m.—(CS; DC)—Alan Ladd, Dolores Michaels—4729 (8-17-60)—Good western
RETURN TO PEYTON PLACE—D-122m.—(CS; DC)—Carol Lynley, Jeff Chandler, Eleanor Parker—4814 (5-3-61)—Sequel should prove popular
RIGHT APPROACH, THE—CD-92m.—(CS)—Frankie Vaughan, Martha Hyer—4814 (5-3-61)—Modern youth opus misses
115 **SANCTUARY**—D-90m.—(CS)—Lee Remick, Yves Montand—4794 (2-22-61)—Off-beat look at life and love in the south
047 **SECRET OF THE PURPLE REEF, THE**—MD-80m.—(CS; DC)—Jeff Richards, Margia Dean—4762 (10-26-60)—Average programmer
044 **SQUAD CAR**—MD-61m.—Vici Raaf, Paul Bryar—4787 (1-25-61)—For the lower half
025 **SEPTEMBER STORM**—MD-99m.—(Stereovision; CS; DC)—Joanne Dru, Mark Stevens—4758 (10-12-60)—Entertaining entry in 3-D process
116 **SNIPER'S RIDGE**—MD-61m.—(CS)—Jack Ging, Stanley Clements—4790 (2-8-61)—Fair war programmer
SNOW WHITE AND THE THREE STOOGES—C-107m.—(CS; DC)—Carol Heiss, 3 Stooges—4825 (5-31-61)—Attractive entry for families and children in particular
035 **SONS AND LOVERS**—D-103m.—(CS)—Trevor Howard, Dean Stockwell, Wendy Hiller—4718 (7-2-60)—Interesting, beat off tale of English family—(Filmed in England)
021 **STORY OF RUTH, THE**—D-132m.—(CS; DC)—Elana Eden, Stuart Whitman—4714 (6-22-60)—Good Biblical drama can be sole
050 **TESS OF THE STORM COUNTRY**—D-84m.—(CS; DC)—Diane Baker, Jack Ging—4790 (2-8-61)—Interesting version of classic
117 **TRAPP FAMILY, THE**—D-106m.—(DC)—Ruth Leuwerik, Hans Holt—4797 (3-8-61)—Family yarn good for the program—German made; dubbed in English
027 **TRAPPED IN TANGIERS**—MD-74m.—(CS)—Edmund Purdom, Genevieve Page—4726 (8-3-60)—Lower half filler—Italian-made dubbed in English
032 **39 STEPS, THE**—MD-95m.—(DC)—Kenneth More, Taina Elg—4726 (8-3-60)—Chase meller for the program—England
022 **TWELVE HOURS TO KILL**—D-83m.—(CS)—Nico Minardos, Barbara Eden—4710 (6-8-60)—Okay programmer
UPSTAIRS AND DOWNSTAIRS—C-100m.—(DC)—Mylene Demongeot, Michael Craig—4777 (12-21-60)—Cute comedy—English
042 **WALK TALL**—W-60m.—(CS; DC)—Willard Parker, Joyce Meadows—4762 (10-26-60)—Lower half filler
009 **WILD RIVER**—D-110m.—(CS, DC)—Montgomery Clift, Lee Remick—4710 (6-8-60)—Significant social drama has name values
054 **WIZARD OF BAGHDAD, THE**—C-93m.—(CS; DC)—Dick Shawn, Diane Baker—4777 (12-21-60)—Amusing programmer
033 **YOUNG JESSE JAMES**—W-73m.—(CS)—Ray Stricklyn, Merry Anders—4730 (8-17-60)—Lower half western

COMING FEATURES IN ORDER OF RELEASE

June **BATTLE AT BLOODY BEACH**—(CS)—Audie Murphy, Dolores Michaels
June **WILD IN THE COUNTRY**—(CS, DC)—Elvis Presley, Hope Lang
July **MISTY**—(CS; DC)—David Ladd, Anne Seymour
July **FRANCIS OF ASSISI**—(CS; C)—Brad Dillman, Stuart Whitman, Dolores Hart
July **VOYAGE TO THE BOTTOM OF THE SEA**—(C; CS)—Walter Pidgeon, Joan Fontaine
Aug. **BIG GAMBLE, THE**—(CS; DC)—Stephen Boyd, Juliette Greco

COMING

CLEOPATRA—(Todd-AO; C)—Elizabeth Taylor, Stephen Boyd—England
DOUBLE TROUBLE—(CS; DC)—Tommy Noonan, Pete Marshall
IT HAPPENED IN ATHENS—(CS; C)—Jayne Mansfield, Nico Minardos
LION OF SPARTA—(CS; C)—Richard Egan, Diane Baker
LOVES OF SALAMMBO, THE—(DC)—Jeanne Valerie, Jacques Sernas
MADISON AVENUE—(CS)—Dana Andrews, Eleanor Parker
QUEEN'S GUARD, THE—(CS)—Raymond Massey, Robert Stevens—England
SILENT CALL, THE—Roger Mobley, Pete, The Dog.
20,000 **EYES**—Gene Nelson, Merry Anders, James Brown

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

ALAMO, THE—D-161m.—(Todd-AC; TC)—John Wayne, Linda Cristal—4762 (10-26-60)—High rating, powerful historical drama—Batjac
AND QUIET FLOWS THE DON—D-107m.—(C)—Ellina Bystritskaya, Pyotr Glebov—4722 (7-20-60)—Cultural exchange film is adequate entry for art and specialty houses—Russian made—English titles
6018 **CAGE OF EVIL**—MD-70m.—Ron Foster, Pat Blair—4718 (7-2-60)—Okay programmer—Zenith
6023 **ELMER GANTRY**—D-145m.—(EC)—Burt Lancaster, Jean Simmons—4718 (7-2-60)—Highly interesting entry headed for better returns
EXODUS—MD-213m—(Super Panavision 70; TC)—Paul Newman, Eva Marie Saint—4778 (12-21-60)—High rating—Preminger
FACTS OF LIFE, THE—C-103m.—Bob Hope, Lucille Ball—4771 (11-23-60)—Bright, adult comedy has potent name power—H-L-P
FIVE GUNS TO TOMBSTONE—W-71m.—James Brown, Della Sherman—4790 (2-8-61)—Average western—Zenith
FRONTIER UPRISING—W-68m.—James Davis, Nancy Hadley—4790(2-8-61)—Cowboys, Indians, Mexicans and the U.S. Cavalry ride again—Zenith
GAMBLER WORE A GUN, THE—W-66m.—James Davis, Merry Anders—4810 (4-19-61)—Average western for action spots—Zenith
HOODLUM PRIEST, THE—D-101m.—Don Murray, Larry Gates—4794 (2-22-61)—High rating drama—Murray-Wood
INHERIT THE WIND—D-127m.—Spencer Tracy, Fredric March, Gene Kelly—4718 (7-2-60)—High-rating filmization of hit play—(Kramer)
6020 **LAST DAYS OF POMPEII, THE**—MD-103m.—(Supertotalscope; C)—Steve Reeves, Christine Kauffman—4715 (6-22-60)—Another historical-type spectacle—Italian-made; dubbed in English—Filmar
LAST TIME I SAW ARCHIE, THE—C-98m.—Robert Mitchum, Martha Hyer—4827 (5-31-61)—Humorous and entertaining tale of G. I's in training—Mark VII, Ltd.
MAGNIFICENT SEVEN, THE—D-126m.—(Panavision; DC)—Yul Brynner, Eli Wallach—4758 (10-12-60)—Quality action entry—Mirisch
MINOTAUR, THE—MD-92m.—(TC; Totalscope)—Bob Mathias, Rosanna Schiaffino—4814 (5-3-61)—Another Italian spectacle for the program—Italian-made; English dialogue
MISFITS, THE—D-124m.—Clark Gable, Marilyn Monroe—4790 (2-8-61)—Unusual, absorbing and adult entry—Seven Arts
6025 **NIGHT FIGHTERS, THE**—MD-88m.—Robert Mitchum, Anne Heywood—4750 (9-14-60)—Irish revolt programmer—Made in Ireland—D.R.M.-Stross
OPERATION BOTTLENECK—MD-78m.—Ron Foster, Miiko Taka—4794 (2-22-61)—Lower half war meller—Zenith
POLICE DOG STORY, THE—MD-61m.—James Brown, Merry Anders—4791 (2-8-61)—Family-type meller for duallers—Zenith
SNAKE WOMAN, THE—D-68m.—John McCarthy, Susan Travers—4819 (5-17-61)—Horror item for lower half—English made
6019 **STUDS LONIGAN**—D-95m.—Christopher Knight, Venetia Stevenson—4726 (8-3-60)—Book notoriety should help sell interesting film—Longridge
6024 **WALKING TARGET, THE**—MD-74m.—Joan Evans, Ronald Foster—4730 (8-17-60)—Fair lower half entry—Zenith
YOUNG SAVAGES, THE—D-100m.—Burt Lancaster, Dina Merrill, Shelly Winters—4814 (5-3-61)—Serious, fascinating probe of juvenile delinquency—Contemporary

COMING FEATURES IN ORDER OF RELEASE

Mar. **MATTER OF MORALS, A**—Maj-Britt Nillsson
May **DR. BLOOD'S COFFIN**—Kieron Moore, Hazel Court
May **GUN FIGHT**—James Brown—Zenith
May **REVOLT OF THE SLAVES**—(C)—Rhonda Fleming, Lang Jeffries—Ambroslana
June **WHEN THE CLOCK STRIKES**—James Brown, Merry Anders—Harvard
June **BY LOVE POSSESSED**—Lana Turner, Efrem Zimbalist, Jr.
July **NAKED EDGE, THE**—Gary Cooper, Deborah Kerr—Pennebaker-Baroda
July **THE CAT BURGLAR**—Jack Hogan, June Kenney

COMING

BOY WHO FOUND $100,000—Wanda Hendrix, Don Beddoe, Roger Mobley—Harvard
GERONIMO—(TC)—Chuck Connors
GOODBYE AGAIN—Ingrid Bergman, Yves Montand—Argus
PARIS BLUES—Paul Newman, Joanne Woodward—Pennebaker
POCKETFUL OF MIRACLES—Glenn Ford, Bette Davis, Hope Lange—Capra
SOMETHING WILD—Carroll Baker, Ralph Meeker—Prometheus
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
THREE ON A SPREE—Jack Watling, Carole Lesley—Caralan
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
WEST SIDE STORY—(Panavision 70; EC)—Natalie Wood, Richard Beymer—Mirisch

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6021 **BETWEEN TIME AND ETERNITY**—D-84m.—(C)—Lilli Palmer, Carlos Thompson—4730 (8-17-60)—Drama has most attraction for women—Filmed abroad; dubbed in English

6120 **BLAST OF SILENCE**—MD-77m.—Allen Boren, Molly McCarthy—4810 (4-19-61)—Better program entry

6013 **BRIDES OF DRACULA, THE**—85m.—(TC)—Peter Cushing, Martita Hunt—4710 (6-8-60)—Well-made horror entry—England

6018 **COLLEGE CONFIDENTIAL**—D-90m.—Steve Allen, Jayne Meadows, Mamie Van Doren—4734 (8-31-60)—For the lower half

6019 **CHARTROOSE CABOOSE**—D-75m.—(EC)—Molly Bee, Ben Cooper—4719 (7-2-60)—Okay programmer

6115 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English

6016 **DINOSAURUS**—MD-85m.—(CS; DC)—Ward Ramsey, Kristina Hanson—4711 (6-8-60)—Well-made science fiction entry looks like good boxoffice

6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business

6104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry

6008 **HEAD OF A TYRANT**—MD-70m.—(Totalscope; TC)—Massimo Girotti, Isabelle Corey—4715 (6-22-60)—Historic melodrama for the program

6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion

6014 **LEECH WOMAN, THE**—MD-77m.—Coleen Gray, Philip Terry, Grant Williams—4719 (7-2-60)—Horror for the lower half

6101 **MIDNIGHT LACE**—D-108m—(EC)—Doris Day, Rex Harrison—4763 (10-26-60)—Lush, name-filled suspense drama looks like box-office winner

6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer

6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English

6015 **PORTRAIT IN BLACK**—D-112m.—(EC)—Lana Turner, Anthony Quinn—4715 (6-22-60)—Lavish, colorful tale of murder and illicit romance

POSSE FROM HELL—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western

ROMANOFF AND JULIET—C-103m.—(CS)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad

6109 **SECRET WAYS, THE**—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe

6020 **SEVEN WAYS FROM SUNDOWN**—W-86m.—(EC)—Audie Murphy, Venetia Stevenson—4758 (10-12-60)—Very good western

6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andre Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English

6017 **S. O. S PACIFIC**—D-92m.—Eddie Constantine, Pier Angeli—4722 (7-20-60)—Suspenseful entry good for program—English

6070 **SPARTACUS**—D-189m.—(Super Technirama 70; TC)—Kirk Douglas, Laurence Olivier, Jean Simmons—4759 (10-12-60)—High-rating epic ranks with the best

6110 **TOMBOY AND THE CHAMP**—D-92m. (EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer

6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

Jan. **PRIVATE LIVES OF ADAM AND EVE, THE**—Mickey Rooney, Mamie Van Doren

Feb. **SHAKEDOWN, THE**—Terence Morgan, Hazel Court—England

July **TROUBLE IN THE SKY**—Michael Craig, Elizabeth Seal, Peter Cushing—English-made

July **TAMMY TELL ME TRUE**—(C)—Sandra Dee, John Gavin

COMING

BACK STREET—(C)—Susan Hayward, John Gavin, Vera Miles

CAPE FEAR—(EC)—Gregory Peck, Polly Bergen

COME SEPTEMBER—(Panavision; C)—Rock Hudson, Gina Lollobrigida, Sandra Dee

FLOWER DRUM SONG—(C)—Nancy Kwan, James Shigeta

LOVER COME BACK—(C)—Rock Hudson, Doris Day, Tony Randall

OUTSIDER, THE—Tony Curtis, Miriam Colon

SERGEANT WAS A LADY—Martin West, Venecia Stevenson

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

014 **BIMBO THE GREAT**—MD-93m.—(EC, CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English

001 **CROWDED SKY, THE**—D-105m.—(TC)—Dana Andrews, Rhonda Fleming—4734 (8-31-60)—Yarn of men and planes has angle

005 **DARK AT THE TOP OF THE STAIRS, THE**—D-123m.—(TC)—Robert Preston, Dorothy McGuire—4754 (9-28-60)—Well-made interesting adult entry

013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-94m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad

008 **FEVER IN THE BLOOD, A**—D-117m.—Efrem Zimbalist, Jr., Angie Dickinson—4787 (1-25-61)—Interesting dramatic fare on world of politics

004 **GIRL OF THE NIGHT**—D-99m.—Anne Francis, Lloyd Nolan—4759 (10-12-60)—Exploitable clinical study of a prostitute—for adults only

009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry

918 **HANNIBAL**—D-103m.—(Supercinescope; TC)—Victor Mature, Rita Gam—4711 (6-8-60)—Interesting historic spectacle

920 **HERCULES UNCHAINED**—MD-101m.—(Dyaliscope; EC)—Steve Reeves, Sylvia Koscina—4711 (6-8-60)—Colorful spectacle should have wide appeal

919 **ICE PALACE**—D-143m.—(TC)—Richard Burton, Carolyn Jones—4715 (6-22-60)—Interesting drama; Alaska and its people

921 **OCEAN'S ELEVEN**—CMD-127m.—(Panavision; TC)—Frank Sinatra, Dean Martin, Angie Dickinson—4730 (8-17-60)—Highly entertaining entry is sure boxoffice

015 **PARRISH**—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals

011 **PORTRAIT OF A MOBSTER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots

003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background

012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charite Luna—4820 (5-17:61)—Good programmer

007 **SUNDOWNERS, THE**—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama

002 **SUNRISE AT CAMPOBELLO**—BIO D-143m.—(TC)—Ralph Bellamy, Greer Garson—4754 (9-28-60)—Quality picturization of hit stage play

010 **WHITE WARRIOR, THE**—MD-86m.—(TC; DYALI-SCOPE)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English

COMING

July **FANNY**—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer

Aug. **SPLENDOR IN THE GRASS**—(TC)—Natalie Wood, Warren Beatty

COMING FEATURES IN ORDER OF RELEASE

CLAUDELLE INGLISH—Diane McBain, Arthur Kennedy

COUCH, THE—Grant Williams, Shirley Knight

HOUSE OF WOMAN—Shirley Knight, Andrew Duggan

LAD: A DOG—(TC)—Peggy McCay, Peter Breck

MAJORITY OF ONE, A—(TC)—Rosalind Russell, Alec Guiness

MARAUDERS, THE—(TC)—Jeff Chandler, Ty Hardin

ROMAN SPRING OF MRS. STONE, THE—(C)—Vivien Leigh, Warren Beatty

SUSAN SLADE—(TC)—Troy Donahue, Connie Stevens, Dorothy McGuire

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

ABSENT MINDED PROFESSOR, THE—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one—Buena Vista

ATLAS—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-17-61)—Spectacle programmer for action spots—Filmgroup

CAREER GIRL—NOV-61m.—(C)—June Wilkinson—4727 (8-3-60)—Filler for exploitation spots—Astor

CAREER GIRLS ON A NAKED HOLIDAY—NOV.-65m.—Zelda Supplee—4798 (3-8-61)—Another nudist colony exposition—Brenner

CODE OF SILENCE—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half meller Sterling World Dist.

COLD WIND IN AUGUST, A—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aldart

CROWNING EXPERIENCE, THE—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral Re-Arament

DEAD ONE, THE—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras

ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made in Denmark—Budd Rogers

GIRL IN LOVERS' LANE, THE—MD-78m.—Brett Halsey, Joyce Meadows—4727 (8-3-60)—Meller for the duallers—Filmgroup

GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay meller for duallers—Made in Brazil—Astor

HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.

HIDEOUT IN THE SUN—NOV-72m.—(EC)—No credits available—4735 (8-31-60)—Fair nudist novelty—Astor

HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers—Buena Vista

HOUND THAT THOUGHT HE WAS A RACOON, THE—NOV-46m.—(TC)—Walt Disney—Live Action Featurette—4735 (8-31-60)—Excellent novelty nature subject—Buena Vista

One-Eyed Jacks	A3	Par.
One Foot In Hell	A3	Fox
One Hundred And One Dalmatians	A11	Misc.
Operation Bottleneck	A2	UA
•Operation Camel		A-I
Operation Eichmann	A3	AA
Oscar Wilde	C	For.
Ostrich Has Two Eggs, The		For.
•Outsider, The		U-I

P

Parent Trap, The	A1	Misc.
•Paris Blues		UA
Parrish	B	WB
Passport To China	A1	Col.
Payoff With Love		For.
Pepe	A1	Col.
Pharaoh's Woman	B	U-I
Picnic—RE		Col.
Picnic On The Grass		For.
•Pit And The Pendulum, The		A-I
•Play It Cool		Col.
Please Turn Over	A3	Col.
Pleasure of His Company, The	A2	Par.
Plunderers, The	A3	AA
•Pocketful Of Miracles		UA
Police Dog Story	A1	UA
Portrait In Black	A3	U-I
Portrait Of A Mobster	B	WB
Portrait Of A Sinner	B	A-I
Posse From Hell	A2	U-I
Prime Time, The	B	Misc.
•Private Lives of Adam and Eve, The	B	U-I
•Professionals, The		AI
Psycho	B	Par.

Q

•Queen's Guard, The		Fox

R

Raisin In The Sun, A	A2	Col.
Raymie	A1	AA
•Reptilicus		A-I
Rest Is Silence, The		For.
Return To Peyton Place	A3	Fox
•Revolt of the Slaves		UA
Right Approach, The	B	Fox
Ring Of Fire	A3	MGM
Ritual Of Love		For.
Rocket Attack, U. S. A.		Misc.
•Roman Spring Of Mrs. Stone, The.		WB
Romanoff and Juliet	A1	U-I
Royal Ballet, The		For.
Rue De Paris	A3	For.

S

•St. George And The 7 Curses		UA
Sanctuary	B	Fox
Santa Claus	A1	For.
Saturday Night And Sunday Morning	C	For.
Savage Eye, The	C	Misc.
Savage Innocents	A3	Par.
School for Scoundrels	A2	For.
•Scream Of Fear		Col.
•Secret Of Monte Cristo, The		MGM
Secret of the Purple Reef	A2	Fox
•Sergeant Was A Lady		U-I
Secret Partner, The	A2	MGM
Secret Ways, The	A2	U-I
September Storm	B	Fox
Serengeti Shall Not Die	A1	AA
Seven Ways From Sundown	A2	U-I
Sex Kittens Go To College	B	AA
Sexpot		For.
Shadow Of The Cat	A2	U-I
Shadows		Misc
•Shakedown, The	B	U-I
She Walks By Night		For.
She Was Like A Wild Chrysanthemum		For.
Sign of Zorro		Misc.
•Silent Call, The		Fox
Sin and Desire		For.
Sin of Rachel Cade, The	A3	WB
Snake Woman		UA
Sniper's Ridge	A2	Fox
Snow White And The 3 Stooges		Fox
Solid Gold Cadillac, The—RE	A2	Col.
•Something Wild		UA
Song of Sister Maria, The	A1	For.
Song Without End	A2	Col.
Sons and Lovers	B	Fox
S. O. S. Pacific	A2	U-I
Spartacus	A3	U-I
Spessart Inn, The		For.
•Splendor in The Grass		WB
•Spider's Web, The		UA
Squad Car	B	Fox
Steel Claw, The	A2	WB
•Stop Me Before I Kill	A3	Col.
Stop, Look and Laugh	A1	Col.
•Stop Me Before I Kill	A3	Col.
Story of Ruth, The	A1	Fox
Stranglers of Bombay	B	Col.
Studs Lonigan	B	UA
Subterraneans, The	A3	MGM
•Summer and Smoke		Par.
Sundowners, The	A2	WB
Sun Lovers Holiday		Mis.
Sunrise at Campobello	A2	WB
Surprise Package	B	Col.
•Susan Slade		WB
Swiss Family Robinson	A1	Misc.
Sword of Sherwood Forest	A1	Col.

T

•Tammy Tells Me True	A1	U-I
•Tartars, The		MGM
Tarzan The Magnificent	A2	Par.
Teacher And The Miracle, The	A1	For.
Ten Who Dared	A1	Misc.
Terror Of The Tongs	B	Col.
Tess of the Storm Country	A2	Fox
They Were Ten		For.
•Thief Of Baghdad, The		MGM
Thirteen Ghosts	A1	Col.
39 Steps	A1	Fox
Three Blondes In His Life		Misc.
•Three On A Spree		UA
Three Worlds Of Gulliver	A1	Col.
Thunder In Carolina	B	Misc.
•Thunder Of Drums, A		MGM
•Time Bomb		AA
Time Machine, The	A2	MGM
Tomboy And The Champ	A1	U-I
•Too Late Blues		Par.
Tormented, The	A2	AA
Trapp Family, The	A1	Fox
Trapped In Tangiers	A2	Fox
Trials Of Oscar Wilde, The (Green Carnation, The)	C	For.
•Trouble in the Sky	A1	U-I
Tunes Of Glory	A3	For.
Twelve Hours To Kill	A1	Fox
Twelve To The Moon	A1	Col.
•Twenty Plus Two		AA
•20,000 Eyes		Fox
Twinkle And Shine (It Happened To Jane)—RE		Col.
Two Loves	B	MGM
•Two Rode Together		Col.
Two Way Stretch	A2	For.
Two Women		For.

U

Under Ten Flags	A1	Par.
•Underwater City, The		Col.
Undorworld, U. S. A.	B	Col.
Unfalthfuls, The	A3	AA
Upstairs and Downstairs	A3	Fox

V

•Valiant, The		UA
Village Of The Damned, The	A2	MGM
Violent Summer, The		For.
Virgin Spring, The	A3	For.
•Voyage To The Bottom Of The Sea		Fox

W

Wackiest Ship in The Army, The	A1	Col.
Walk Like A Dragon	A2	Par.
Walk Tall	A1	Fox
Walking Target	A2	UA
•Warrior Empress, The	B	Col.
Watch Your Stern	A1	For.
Weddings and Babies		Misc.
•West Side Story		UA
•When The Clock Strikes		UA
Where The Boys Are	B	MGM
Where The Hot Wind Blows	B	MGM
White Warrior, The	A2	WB
Why Must I Die?	A3	A-I
•Wild In The Country		Fox
Wild One, The—RE	B	Col.
Wild Ride, The		Misc.
Wild River	B	Fox
Wild Youth		Misc.
Wings Of Chance	A1	U-I
Wizard of Baghdad, The	A1	Fox
•Wonders Of Aladdin, The		MGM
World Of Suzie Wong, The	B	Par.

Y

Young Have No Time, The	A3	For.
Young Jesse James	B	Fox
Young Love		For.
Young One, The	A3	Misc
Young Savages, The	A2	UA

JUNGLE CAT—NOV-70m.—(TC)—Walt Disney True Life Adventure—4735 (8-31-60)—Excellent nature study—Buena Vista
LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for duallers.—Filmgroup
LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitale gangster meller—Filmservice Dist.
MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Joanne Carmen—4782 (1-11-61)—Horror programmer—Filmservice Dist. Corp.
MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
NATCHEZ TRACE—MD-80m—Zachary Scott, Marcia Henderson—4764 (10-26-60)—Okay historical action meller—Panorama
OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps orogram meller—Filmservice Dist. Corp
ONE HUNDRED AND ONE DALMATIONS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)—Buena Vista
PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all—Buena Vista
PRIME TIME, THE—MD-76m.—JoAnn LeCompte, James Brooks—4760 (10-12-60)—Amateurish 'teen-age meller for lower half—Mid Continent
ROCKET ATTACK, U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
SAVAGE EYE, THE—D-67m.—Barbara Baxley—4719 (7-6-60)—Unusual adult entry for art and specialty spots—Trans-Lux-Kingsley
SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
SIGN OF ZORRO, THE—W-89m.—Guy Williams, Henry Calvin—4719 (7-6-60)—Program western will ride in on Zorro name—Buena Vista
SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Marlo Benvenuiti—4776 (12-7-60)—Another nudist colony novelty—Made in Brazil—English commentary—Astor
SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade—Buena Vista
TEN WHO DARED—MD-92m.—(TC)—Brian Keith, John Beal—4756 (9-28-60)—Good adventure yarn—Buena Vista
THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema Associates
THUNDER IN CAROLINA—D-92m.—(C)—Rory Calhoun, Connie Hines—4723 (7-20-60)—Okay programmer—Howco
WEDDINGS AND BABIES—D-81m.—Viveca Lindfors, John Myhers—4768 (11-9-60)—For art houses—Morris Engel
WILD RIDE, THE—MD-63m.—Jack Nicholson, Georgianna Carter—4727 (8-3-60)—Teen-age meller for duallers—Filmgroup
WILD YOUTH—MD-70m.—Robert Hutton, Carol Ohmart—4760 (10-12-60)—For the lower half—Cinema Associates
YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ARGENTINE

END OF INNOCENCE—D-76m.—Elsa Daniel, Lautare Mura—4756 (9-28-60)—Okay for art and specialty spots—Titles—Kingsley Int.

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—Valiant
CARRY ON, NURSE—C-88m.—Kenneth Connor, Hattie Jacques—4726 (8-3-60)—Plenty of laughs for art houses and some conventional spots—Governor
ENTERTAINER, THE—D-97m.—Sir Laurence Olivier, Brenda de Banzie—4759 (10-12-60)—Off-beat, interesting entry for art and specialty spots—Continental
FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
FOR MEMBERS ONLY—NOV-87m.—(TC)—Brian Cobby, Shelley Martin—4759 (10-12-60)—Sexploitation nudist film for fast buck spots—Union
FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing import—Films Around The World
GREEN CARNATION, THE—See the Trials of Oscar Wilde
LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
NEXT TO NO TIME—CD-93m.—(EC)—Kenneth More, Betsy Drake—4731 (8-17-60)—Moderately entertaining import—Show Corp. of America
OSCAR WILDE—D-96m.—Robert Morley, Phyllis Calvert—4723 (7-20-60)—For the art and specialty spots—Films Around the World
ROYAL BALLET, THE—BALLET-131m.—(EC)—Margot Fonteyn, Michael Somes—4760 (10-12-60)—Exquisite ballet film for art spots—Lopert
SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly interesting import—Continental
SCHOOL FOR SCOUNDRELS—C-94m.—Ian Carmichael, Janette Scott—4731 (8-17-60)—Highly amusing import—Continental
TRIALS OF OSCAR WILDE, THE (GREEN CARNATION, THE)—D-128m.—(Technirama; TC)—Peter Finch, Yvonne Mitchell—4723 (7-20-60)—For the art and specialty spots—Warwick
TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalone, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed in English—Film Representations

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior—
BIG CHIEF, THE—C-98m.—Fernandel, Gino Cervi—4723 (7-20-60)—Cute comedy—Titles—Continental
BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English Titles—Kingsley—Int.
DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed in English—Films Around The World
GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed in English—Fanfare
HIROSHIMA, MON AMOUR—D-88m.—Emmanuelle Riva, Elji Okada—4719 (7-2-60)—Tale of romance and the evils of war for art and specialty spots—Titles—Zenith International
LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots—Titles and narration—Kingsley-Int.
LOVE GAME, THE—D-88m.—Jean-Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
MARIE OCTOBRE—D-98m.—Danielle Darrieux, Bernard Blier—4763 (10-26-60)—Compelling import for art spots—English titles—Lopert
MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
NO MORALS—MD-77m.—(Colorscopic)—Jeanne Moreau, Robert Dalban—4735 (8-31-60)—Exploitable import for art and specialty spots—Titles—Mishkin
OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art, specialty spots—English titles—Janus
PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
RITUAL OF LOVE—DIC-73m.—(EC)—4756 (9-28-60)—Exploitable anthropological subject for artspots—English narration—Pacemaker
RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
SEXPOT—MD-93m.—Magali Noel, Philippe Lemaire—4735 (8-31-60)—Strictly for art, specialty houses—Titles—Mishkin
SIN AND DESIRE—D-77m.—Francoise Arnoul, Andre LeGall—4763 (10-26-60)—Import not of art house calibre—Dubbed in English—Atlantis

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elisabeth Mueller—4766 (11-9-60)—Well-made, suspenseful import—English titles—President
HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed in English—Continental

IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
REST IS SILENCE, THE—D-106m.—Hardy Kruger, Ingrid Andree—4752 (9-14-60)—Interesting art house entry—Titles—Films Around The World
SHE WALKS BY NIGHT—D-85m.—Belinda Lee—4731 (8-17-60)—Adult fare for specialty spots—Dubbed in English—Woolner
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

GREEK

NEVER ON SUNDAY—C-91m.—Melina Mercouri, Jules Dassin—4763 (10-26-60)—Delightful comedy is art house winner and could surprise elsewhere—English dialogue—Lopert

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teomi—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnnson—4806 (4-5-61)—Fair tale of miscegination and mystery—Dubbed in English—Atlantis
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
HEAVEN ON EARTH—D-84m.—(EC)—Barbara Florian, Charles Fawcett—4763 (10-26-60)—Interesting tour of Rome with romantic dressing—Dubbed in English—JB Film Dist.
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
LOVE SPECIALIST, THE—C-104m.—(TE; TC)—Diana Dors, Vittorio Gassman—4756 (9-28-60)—Light weight import can be sold in some spots on name values—Dubbed in English—Madison
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevola—4807 (4-5-61)—Heart-touching import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

JAPANESE

CARMEN COMES HOME—CD-87m.—Hideko Takamine, Toshiko Kobayashi—4730 (8-17-60)—Cute entry for art spots—English titles—Brandon
PAYOFF WITH LOVE—CD-104m.—(Grandscope; EC)—Keiji Sada, Mariko Okada—4723 (7-20-60)—Cute, unusual and scenic import—English titles—Alan
SHE WAS LIKE A WILD CHRYSANTHEMUM—D-100m.—Chishu Ryu, Noriko Arita—4727 (8-3-60)—Fair import—English titles—Brandon

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray
SANTA CLAUS—FAN-94m.—(EC)—Joseph Elias Moreno—4760 (10-12-60)—For the kiddies—Dubbed in English—K. Gordon Murray

SPANISH

SONG OF SISTER MARIA, THE—D-81m.—Dominque Blanchar—4727 (8-3-60)—Mild religious entry—Dubbed in English—Citation

SWEDISH

DREAMS—D-86m.—Harriet Andersson, Gunnar Bjornstrand—4726 (8-3-60)—Satisfactory import has Bergman name—Titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Birgitta Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimir Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Union

YUGOSLAVIAN

MICHAEL STROGOFF—MD-115m.—(CS; C)—Curt Jurgens, Genevieve Page—4719 (7-2-60)—Good adventure yarn—Dubbed in English—Continental

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The Shorts Parade

1958-59—1959-60 Season
(Rating: E—Excellent; G—Good; F—Fair; B—Bad)

Columbia

TWO REEL
MUSICAL TRAVELARKS

3441 (Dec.) Wonders of Puerto Rico ....G 20m. 4563

COLOR FEATURETTES

4441 (Nov.) Wonderful Gibraltar .....G 18m. 4663
4442 (Mar.) Wonders of Ontario .....G 17½m. 4699
Wonderful Hong Kong ....G 20m. 4799

COMEDIES
THE THREE STOOGES

3402 (Oct.) Flying Saucer Daffy .....G 17m. 4539
3403 (Dec.) Oil's Well That Ends Well ..F 17m. 4567
3404 (Feb.) Triple Crossed .....F 17m. 4567
3405 (June) Sappy Bull Fighters .....F 16m. 4652

SPECIAL
(Eastman Color)

The Golden Fish .....E 20m. 4648

ONE REEL
MAGOOS
(Technicolor)

3752 (Oct.) Love Comes To Magoo ....G 6m. 4539
3753 (Nov.) Gumshoe Magoo .....E 6m. 4564
3754 (Jan.) Bwana Magoo .....G 6m. 4568
3755 (Mar.) Magoo's Homecoming .....G 6m. 4599
3756 (Apr.) Merry Minstrel Magoo .....G 6m. 4599
3757 (May) Magoo's Lodge Brother ....G 6m. 4607
3758 (July) Terror Faces Magoo .....G 6m. 4615

LOOPY DE LOOP COLOR CARTOONS

4701 (Nov.) Wolf Hounded .....E 7m. 4664
4702 (Dec.) Little Bo Bopped .....G 6m. 4676
4703 (Mar.) Tale Of A Wolf .....G 7m. 4704
4704 (Apr.) Life With Loopy .....G 7m. 4699
4705 (May) Creepy Time Pal .....G 9m. 4799
4706 (June) Snoopy Loopy .....G 6m. 4800
4707 (July) The Do Good Wolf .....G 7m. 4799
5701 (Sept.) No Biz Like Shoe Biz .....
5702 (Dec.) Here, Kiddie, Kiddie .....

HAM AND HATTIE CARTOONS
(Technicolor)

3511 (Oct.) Spring and Saganaki .....G 7m. 4540
3512 (Jan.) Picnics Are Fun .....E 7m. 4564

COLOR CARTOON SPECIAL

5501 (Nov.) Polygamus Polonius .....F 8m. 4823

WORLD OF SPORTS

3802 (Oct.) Rasslin' Ref' .....F 9m. 4540
3803 (Dec.) Sportsmen's Paradise .....G 9m. 4564
3804 (Feb.) Aquatic Carnival .....F 9m. 4568
3805 (Apr.) Racquet Magic .....G 9m. 4615
3806 (June) Jungle Adventure .....G 10m. 4615
4801 (Sept.) Wheeling Wizards .....G 9m. 4664
4802 (Nov.) Tee Marvels .....G 10m. 4680
4803 (Feb.) Greatest Show On Water ..F 10m. 4732
4804 (Mar.) Swinging Down The Lane ..F 8m. 4704
4805 (June) Battling Big Bass .....G 10m. 4800
4806 (Aug.) Holiday For Champions ....F 9m. 4804
5801 (Dec.) Rasslin' Champs .....

COLUMBIA REISSUES
ASSORTED AND COMEDY FAVORITES
TWO REELS

4421 Super Wolf .....F 16m. 2740
4422 A Fool And His Honey .....F 16m. 3243
4423 Hooked And Rooked .....F 17m. 3292
4424 Trouble In-Laws .....F 16m. 3195
4425 Blonde Atom Bomb .....F 17m. 3064
4426 Heebie Gee-Gees .....F 16½m. 3225
4431 Fraidy Cat .....G 16m. 3218
4432 Champ Steps Out .....F 17m. 3209
4433 Dizzy Yardbird .....F 17m. 2830
4434 Innocently Guilty .....F 16m. 3021
4435 Rootin' Tootin' Tenderfeet ..F 16m. 3266
4436 Wedding Yells .....G 16m. 3040
5421 One Shivery Night .....G 16½m. 2897
5422 House About It .....G 16½m. 2914
5423 Hold That Monkey .....F 16m. 2805
5431 Waiting In The Lurch .....F 15½m. 2734
5432 Radio Riot .....F 16m. 2583
5433 Bride And Gloom .....F 16m. 2154

THE THREE STOOGES
REISSUES

4401 Up In Daisy's Pent House ..F 17m. 3472
4402 Booty And The Beast .....F 17m. 3498
4403 Loose Loot .....F 16m. 3525
4404 Tricky Dicks .....F 16m. 3542
4405 Rip, Sew And Stitch .....F 17m. 3630
4406 Bubble Trouble .....F 16½m. 3630
4407 Goof On The Roof .....F 16½m. 3673
4408 Spooks .....G 15½m. 3706
5401 Income Tax Sappy .....F 16½m. 3706
5402 Pardon My Backfire .....E 16m. 3730
5403 Musty Musketeers .....F 16m. 3758

SERIALS
TWO REELS

Wild Bill Hickok .....E 15EP. 170
Captain Video .....G 15EP. 3209
Tex Granger .....G 15EP. 2369
4121 Pirates Of The High Seas ..F 15EP. 2964
4140 King Of The Congo .....
4160 The Lost Planet .....F 15EP. 3542
5120 Apache Avenger—Son Of Geronimo .....G 15EP. 3410

COLOR FAVORITES CARTOONS
(Technicolor)

4601 Gerald McBoing Boing's Symphony ....E 8m. 3435
4602 Animal Crackers Circus ....G 7m. 198
4603 Bringing Up Mother .....E 7m. 3707
4604 Glee Worms .....G 7m. 2534
4605 The Tell Tale Heart .....E 8m. 3631
4606 Little Match Girl .....G 8m. 2534
4607 The Man On The Flying Trapeze .....G 7m. 3758
4608 Rocky Road To Ruin .....G 8m. 3585
4609 Pete Hothead .....F 7m. 3402
4610 Lo The Poor Buffalo .....G 7m. 2506
4611 Unicorn In The Garden ....E 7m. 3631
4612 The Mountain Ears .....G 7m. 3333
4613 Fudget's Budget .....E 7m. 3773
4614 Black-Board Review .....F 7m. 494
4615 Ballet Oop .....E 7m. 3706

MAGOO CARTOON REISSUES

4751 Ragtime Bear .....F 7m. 2740
4752 Spellbound Hound .....E 7m. 2814
4753 Trouble Indemnity .....G 7m. 2943
4754 Bungled Bungalo .....E 7m. 3021
4755 Barefaced Flatfoot .....E 7m. 3074
4756 Fuddy Duddy Buddy .....E 7m. 3194
4757 Grizzly Golfer .....G 7m. 3219
4758 Sloppy Jalopy .....E 7m. 3235
5751 The Dog Snatcher .....E 7m. 3326
5752 When Magoo Flew .....E 7m. 3857
5753 Pink And Blue Blues .....G 7m. 3379
5754 Magoo Makes News .....

CANDID MICROPHONES

4551 Number 4, Series 6 .....F 10m. 3129
4552 Number 5, Series 6 .....
4553 Number 1, Series 1 .....
4554 Number 2, Series 1 .....
4555 Number 3, Series 1 .....
5551 Number 1, Series 2 .....
5552 Number 2, Series 2 .....

ANIMAL CAVALCADES

3951 Chimp-Antics .....G 10½m. 3418
3952 Jungle Monarchs .....F 10m. 3473
3953 Greyhound Capers .....F 9m. 3585
3954 The Three Big Bears .....F 7m. 3623

FILM NOVELTIES

3851	Rhapsody On Ice	G	9m. 2557
3852	A Lass In Alaska	F	10½m. 2497
3853	Aren't We All	F	10½m. 2328
3854	Magic Stone	G	10m. 1820
3855	Babies By Bannister	E	8½m. 1383
3856	Community Sing No. 1	G	10m. 2243
4851	Sitka Sue	F	11m. 2591
4852	This Is Versailles	G	10m. 3585
4853	Beyond The Frontier	G	10m. 3562
5851	Canine Crimebusters	G	10m. 3758
5852	Push Back The Edge	G	10m. 3774

THRILLS OF MUSIC

4951	Jerry Wald And Orchestra	G	10m. 3388
4952	Machito And Orchestra	G	10m. 3699
4953	Les Elgart And Orchestra	G	10m. 3499
4954	Ray McKinley and Orch.	G	9m. 3435
5951	Ray Anthony And Orch.	G	10m. 3425
5952	Shorty Sherlock And Orch.	G	10m. 3534

MGM

REISSUES
(1960-61)
ONE REEL

GOLD MEDAL REPRINT CARTOONS

In Technicolor

W-261	Pet Peeve	F	7m. 3919
W-262	Mice Follies	G	7m. 3831
W-263	Touche Pussy Cat	G	7m. 3947
W-264	Farm Of Tomorrow	G	7m. 3831
W-265	Southbound Duckling	G	7m. 3919
W-266	Neapolitan Mouse	G	7m. 3831
W-267	Pup On A Picnic	F	7m. 3947
W-268	The Flea Circus	G	7m. 3842
W-269	Downhearted Duckling	G	7m. 3973
W-270	Dixieland Droopie	E	7m. 3973
W-271	Field and Stream	G	7m. 3973
W-272	Mouse For Sale	F	7m. 3973
W-273	Cat Fishin'	F	7m. 3842
W-274	Part Time Pal	G	7m. 3900
W-275	Cat Concerto	E	7m. 3900
W-276	Dr. Jekyll and Mr. Mouse	G	7m. 3947

Paramount

TWO REEL
SPECIAL
(VistaVision; Technicolor)

	VistaVision Visits Spain	E	18m. 4532

SPECIALS
(Eastman Color)

B20-1	(July) Carnival in Quebec	E	16m. 4731
B20-2	(Aug.) Boats 'A' Poppin	E	18m. 4731
B20-3	( ) Lifeline To Hongkong	E	18m. 4823

ONE REEL
CASPER CARTOONS
(Technicolor)

B18-1	(Jan.) Doing What's Fright	F	6m. 4580
B18-2	(Mar.) Dawn To Mirth	G	7m. 4599
B18-3	(June) Not Ghoulty	G	9m. 4631
B18-4	(July) Casper's Birthday Party	G	6m. 4652

THE CAT

C20-1	(Sept.) Top Cat	G	6m. 4800
C20-2	(Jan.) Cool Cat Blues		

HERMAN AND KATNIP

H18-4	(Oct.) Katnip's Big Day	F	7m. 4664

JEEPERS AND CREEPERS

J19-1	(Jan.) The Boss Is Always Right	G	6m. 4684
J19-2	(Mar.) Trouble Date	G	7m. 4747
J19-3	( ) Busy Buddies	G	6m. 4735
J19-4	(Sept.) Scouting For Trouble	F	6m. 4779

NOVELTOONS
(Technicolor)

P18-6	(Nov.) Out of this Whirl	G	7m. 4664
P19-1	(Feb.) Be Mice To Cats	G	6m. 4684
P19-2	( ) Monkey Doodles	G	6m. 4735
P19-3	(May) Silly Science	F	6m. 4764
P19-4	(May) Peck Your Own Home	F	6m. 4764
P19-5	(July) Counter Attack	F	6m. 4764
P19-6	(Aug.) Turning The Fables	F	6m. 4764
P19-7	(Sept.) Fine Feathered Friend	G	7m. 4779
P19-8	(Oct.) Planet Mouseaia	G	7m. 4779
P20-1	(Nov.) Northern Mites	G	6m. 4800
P20-2	(Dec.) Miceniks		
P20-3	(Feb.) The Lion's Busy	F	7m. 4823

MODERN MADCAPS

M19-1	(Jan.) Mike The Masquerader	G	6m. 4684
M19-2	(Feb.) Fiddle-Faddle	G	7m. 4684
M19-3	(Mar.) From Dime to Dime	F	7m. 4727
M19-4	(April) Trigger Treat	G	7m. 4747
M19-5	(June) The Sho Must Go On	G	6m. 4764
M19-6	(July) Electronica	F	6m. 4764
M19-7	(Aug.) Shootin' Stars	G	6m. 4764
M19-8	(Sept.) Disguise The Limit	F	6m. 4764
M20-1	(Oct.) Galaxia	G	7m. 4779
M20-2	(Nov.) Bouncing Bunny	F	6m. 4799
M20-3	(Dec.) Terry The Terror		
M20-4	(Jan.) Phantom Moustacher		
M20-5	(Feb.) The Kid From Mars	G	7m. 4823

SPORTS ILLUSTRATED
(Color)

D20-1	(July) King of the Keys	G	9m. 4747
D20-2	(Sept.) The Big A	G	10m. 4779
D20-3	(Nov.) A Sport is Born	E	10m. 4800
D20-4	(March) Ten Pin Tour	G	10m. 4823

TRAVELRAMA
(Color)

T20-1	(March) Porpoise Posse	G	10m. 4823

PARAMOUNT REISSUES

CARTOON CHAMPIONS

S20-1	Rail Rodents	G	7m. 3919
S20-2	Robin Rodenthood	G	7m. 3947
S20-3	A Bicep Built For Two	G	7m. 4002
S20-4	Mouse Trapeze	G	7m. 4051
S20-5	Fido Beta Kappa	G	6m. 3857
S20-6	No ifs, Ands Or Butts	G	7m. 3919
S20-7	Candy Cabaret	F	7m. 3766
S20-8	Oily Bird	F	7m. 3805

20th Century-Fox

ONE REEL
CINEMASCOPE
MOVIETONE ADVENTURES
(Color)

7912	(Aug.) Impressions Of Moscow	G	9m. 4664
7001	(Jan.) State 50	G	10m. 4712
7002	(Feb.) Navy Angels	F	8m. 4711
7003	(Mar.) Sam Snead Shows You How	F	9m. 4764
7004	(Mar.) Assignment Japan	G	9m. 4779
7005	(May) Jibs and Spinnakers	G	9m. 4779
7006	(June) Assignment Philippines	G	9m. 4779
7007	( ) Exercise Little Bear	G	9m. 4779
7008	(Sept.) Sampans To Safety	E	9m. 4800
7009	(Oct.) Assignment Thialand	E	9m. 4800
7010	(Nov.) Underwater Demolition Team	G	9m. 4804
7011	(Dec.) Assignment Turkey	G	10m. 4800
7012	(Dec.) Down The Road	G	10m. 4800
7101	(Jan.) Australian Water Sports		
7102	(Feb.) Assignment Mexico		
7103	(March) Adventure In Rhythm		

TWO REEL
CINEMASCOPE SPECIALS

7971	(Oct.) Assignment South Pacific	G	17m. 4680
7972	(Nov.) Assignment New Zealand	G	15m. 4680

SPECIAL

7051	(Apr.) Her Royal Highness	G	10m. 4779
7054	(July) Tiger In The Tea	G	10m. 4779
7055	(Nov.) Call Of The Holy Land	E	18m. 4779

ONE REEL
CINEMASCOPE TERRYTOONS
(Technicolor)

5911	(Nov.) Outer Space Visitors	F	6m. 4648
5912	(Dec.) The Leaky Faucet	F	6m. 4663
5001	(Jan.) Hide And Go Sidney	F	6m. 4684
5002	(Feb.) Misunderstood Giant	F	6m. 4684
5003	(Mar.) Foofle's Picnic	F	6m. 4684
5004	(April) The Famous Ride	F	6m. 4735
5005	(May) Tusk Tusk	F	6m. 4779
5006	(June) Hearts And Glowers	F	6m. 4779
5007	(July) The Wayward Hat	F	6m. 4799
5008	(Aug.) The Litlest Bully	F	6m. 4799
5009	(Sept.) Two Ton Baby Sitter	F	6m. 4799
5010	(Oct.) Tin Pan Alley Cat	F	6m. 4799
5011	(Nov.) House of Hashimota	G	6m. 4799
5012	(Jan.) Daniel Boone, Jr.	F	6m. 4799
5101	(Feb.) Night Life in Tokyo	G	6m. 4823
5102	(March) So-Sorry, Pussycat		

ALL PURPOSE TECHNICOLOR CARTOONS

5021	(Jan.) Thousand Smile Check-Up	F	6m. 4704
5022	(Mar.) Tiger King	G	6m. 4712
5023	(May) Mint Men	F	6m. 4768
5024	(July) Trapeze Please		
5025	(Oct.) Deep Sea Doodle	F	6m. 4799
5026	(Nov.) Stunt Men	F	6m. 4800
5121	(Jan.) Mysterious Package	G	6m. 4812
5122	(Feb.) Cat Alarm	G	6m. 4810
5123	(March) Drum Roll		

20TH CENTURY-FOX REISSUES

TERRYTOON TOPPERS

5031	How To Relax		
5032	The Helpless Hippo		
5033	Nonsense Newsreel		

Universal-International

TWO REEL
SPECIALS IN COLOR

4001	( ) The Boy Who Owned A Melephant	G	19m. 4652
4002	(Nov.) Majestic Island (CS)	G	18m. 4680
4003	(Mar.) Pacific Paradise	G	14m. 4727

ONE REEL
SPECIAL

	Twenty-Five Years Ago Today	G	17½m. 4731

COLOR PARADES (8)

4071	(Nov.) The Irish In Me	E	9m. 4664
4072	(Dec.) Honorable Myrtle	E	9m. 4676
4073	(Jan.) Fragrant Harbor	G	9m. 4676
4074	(Mar.) Hi Colorado (CS)	G	10m. 4683
4075	( ) Ageless Artistry	F	9m. 4732
4076	(June) Golden Peninsula	G	9m. 4779
4077	(July) Tahiti Nui		
4078	(Aug.) Alaskan Adventure		
4171	(Nov.) Valley Of The Mekong	G	9m. 4823
4172	(Dec.) The Lion City	G	9m. 4812
4173	(Jan.) Treasures Of Istanbul	G	9m. 4812
4174	(Feb.) Down Jamaica Way	G	9m. 4823

WALTER LANTZ COLOR CARTUNES (13)

3922	(Oct.) Romp In A Swamp	G	6m. 4652
3923	(Sept.) Space Mouse	G	6m. 4652
4011	(Nov.) Kiddie League	G	6m. 4664
4012	(Dec.) Mouse Trapped	F	6m. 4676
4013	(Jan.) Billion-Dollar Boner	G	6m. 4727
4014	(Feb.) Witty Kitty	F	6m. 4728
4015	(Mar.) Pistol Packin' Woodpecker	G	6m. 4731
4016	(Mar.) Heap Big Hepcat	G	6m. 4731
4017	(April) Ballyhooey	G	6m. 4731
4018	(May) How to Stuff A Woodpecker	F	6m. 4735
4019	(June) Bats in The Belfry	G	6m. 4768
4020	(July) Woody's Ozark Lark	G	6m. 4768
4021	(Aug.) Fished Hooked		
4022	(Sept.) Freeloading Feline	F	6m. 4768
4023	(Oct.) Hunger Strife	F	6m. 4779
4111	(Nov.) Southern Fried Hospitality	G	6m. 4812
4112	(Dec.) Fowled Up Falcon	G	6m. 4810
4113	(Jan.) Poop Deck Pirate	G	6m. 4812
4114	(Jan.) Rough And Tumble-Weed	F	6m. 4812
4115	(Feb.) Eggnapper		

UNIVERSAL-INTERNATIONAL REISSUES

WOODY WOODPECKER CARTUNES

4131	Helter Skelter	G	6m. 3894
4132	Witch Crafty	F	6m. 3926
4133	Private Eye Pooch	G	6m. 3947
4134	Bedtime Bedlam	G	6m. 3973
4135	Square Shaotin' Square	G	6m. 4009
4136	Bunco Busters	G	6m. 4042

Warners

ONE REEL
BUGS BUNNY SPECIALS
(Technicolor)

7724	(Feb.) Horse Hare	G	7m. 4727
7725	(April) Person To Bunny	G	7m. 4728
7726	(June) Rabbit's Feat	F	7m. 4735
8721	Sept.) From Hare To Heir	F	6m. 4800
8722	(Dec.) Lighter Than Hare	G	7m. 4810

MERRIE MELODIES-LOONEY TUNES
(Technicolor)

7705	(Jan.) Fastest With The Mostest	F	7m. 4684
7706	(Jan.) West Of The Pecos	F	7m. 4684
7707	(Feb.) Wild, Wild World	F	7m. 4684
7708	(Mar.) Goldimouse and The Three Cats	G	6m. 4727
7709	(April) Who Scent You	G	6m. 4728
7710	(May) Hyde and Go Tweet	G	6m. 4764
7711	(June) Crockett-Doodle-Do	G	6m. 4735
7712	(June) Mouse And Garden	G	6m. 4764
7713	(July) Ready Woolen And Able	G	6m. 4764
7714	(Aug.) Mouse Follies	F	6m. 4764
8701	(Sept.) The Dixie Fryer	G	6m. 4804
8702	(Oct.) Hopalong Casualty	F	6m. 4804
8703	(Oct.) Trip For Tat	G	6m. 4800
8704	(Nov.) Doggone People	G	6m. 4799
8705	(Dec.) High Note	G	7m. 4800
8706	(Jan.) Cannery Woe	F	7m. 4810
8707	(Jan.) Zip 'n' Snort	F	7m. 4812
8708	(Feb.) Happy Daze	G	7m. 4810
8709	(Feb.) Mouse On 57th Street	G	7m. 4812
8710	(Mar.) Strangled Eggs	G	7m. 4812
8711	(Apr.) Birds Of A Father		
8712	(Apr.) D'Fightin' Ones		

SPECIAL
(CinemasScope, Technicolor)

	Israel	E	32m. 4676

WARNERS' REISSUES

BLUE RIBBON HIT PARADE CARTOONS

8301	Room And Bird	G	7m. 3080
8302	Cracked Quack	G	7m. 3357
8303	His Hare Raising Tale	F	7m. 3129
8304	Gift Wrapped	G	7m. 3243
8305	Little Beau Pepe	G	7m. 3266
8306	Tweet Tweet Tweety	G	7m. 3194
8307	Bunny Hugged	F	7m. 3056
8308	Wearing Of The Grin	G	7m. 3107
8309	Beep Beep	F	7m. 3318
8310	Rabbit Fire	E	7m. 3080
8311	Feed The Kitty	F	7m. 3235

WORLD WIDE COLOR ADVENTURE SPECIALS
TWO REEL

7001	Jungle Terror	E	20m. 2753
7002	Danger Is My Business	E	20m. 2830
7003	Snow Carnival	G	20m. 2779
8001	Enchanted Islands	G	20m. 3129
8002	The Man From New Orleans	G	19m. 2443

ONE REEL

7501	Royal Duck Short	F	10m. 2601
7502	Dare Devils On Wheels	G	10m. 2668
7503	Happy Holidays	F	9m. 2769
7504	Jungle Man Killers	E	10m. 2474
7505	Hunting The Fox	F	10m. 2725
7506	That's Bully	G	9m. 2799
8501	Riviera Days	E	10m. 2867
8502	Alpine Champions	E	10m. 2850
8503	Kings Of The Rockies	G	9m. 2754

Miscellaneous

	Berlin, Germany's Capital (Casino)	G	16m. 4711
	Black Cat, The (EC) (Continental)	E	22m. 4699
	Day Of The Painter (EC) (Kingsley-Int.)	E	15m. 4779
	Glass (TC) (Arthur)	E	8m. 4731
	How Difficult To Be An Adult (Casino)	G	14m. 4712
	The Interview (Kingsley-Int.)	E	5m. 4779
	Japan (CS, C) (Buena Vista)	E	28m. 4778
	Moonbird (C) (Harrison)	G	9m. 4699
	Patterson-Johannson Fight (UA)	E	20m. 4804
	Petra, The Red Rose City (C) (Casino)	G	11m. 4712
	Pull My Daisy (D'Antonio)	F	27m. 4778
	Rhapsody Of Steel (TC) (Jam Handy)	G	23m. 4711
	Saga Of Windwagon Smith, The (TC) (BV)	E	13m. 4808
	The Violinist (EC) (Kingsley-Int.)	E	7m. 4779

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Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

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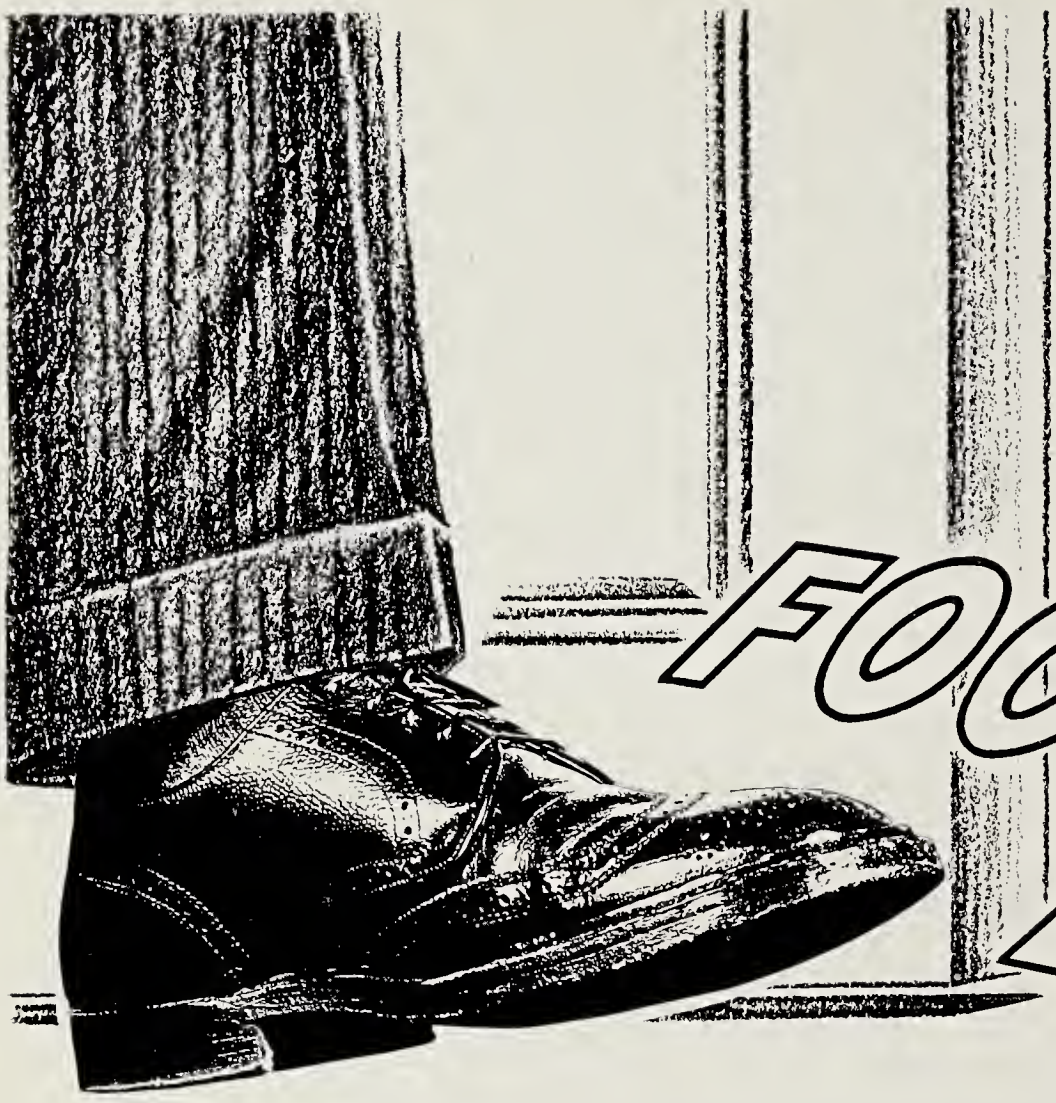
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All advertising is *effective* in getting your message before the public...BUT...when it comes to *selling* your attractions...*most effectively*...most *economically*...your *"Best Buy"* is the salesman who has an *"edge"*...like a CAPTIVE AUDIENCE...that can't escape his hard-hitting message!...

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PRIZE BABY OF THE INDUSTRY

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EXHIBITOR

Plus...

SHOWMEN'S TRADE REVIEW

Founded in 1933 by
CHARLES E. "Chick" LEWIS

JUNE 14, 1961 | Volume 66 | Number 2

IN THREE SECTIONS • THIS IS SECTION ONE



Para. Diversifies But Pix Come First

(See Page 8)

Physical Theatre-Extra Profits Dept.

Actor Robert Mitchum will be guest of honor at the second annual convention of Maryland Theatre Owners Association at the George Washington Hotel, Ocean City, Md., June 27-28, at which time he will receive the first MTOA Award as Screen Personality of the Year.

Multiple Run—Is It A "Trend"? . . . see editorial—page 3

Their love was a bridge between two worlds

Metro-Goldwyn-Mayer presents

Carroll Baker in Bridge to the Sun



CO-STARRING

JAMES SHIGETA with JAMES YAGI · EMI FLORENCE HIRSCH

NORI ELIZABETH HERMANN · based on the autobiographical novel by GWEN TERASAKI

screen play by CHARLES KAUFMAN · produced by JACQUES BAR · directed by ETIENNE PERIER · A CITE FILMS PRODUCTION

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Because . . .
the famed book and Reader's Digest special feature comes to life on the screen!

Because . . .
millions were thrilled by the romance of this girl from Tennessee!

Because . . .
it was hailed as the greatest love story of the war years!

Because . . .
the movie inspired by true life is unlike anything you have ever seen on the screen!

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MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 2

JUNE 14, 1961



THE MULTIPLE RUN—IS IT A "TREND"?

RECENTLY, we read a story in which Milton London, National Allied executive director, was quoted as saying that changing industry conditions were causing a trend of multiple run openings in Detroit.

It seems to us that this might be the case in a single situation like Detroit where first-run outlets have been depleted or where proper deals for downtown engagements can't be made, but that any "trend" is only wishful thinking.

From a careful study of the situation, it would appear that multiple-run engagements have developed only on pictures that had little or no appeal in downtown theatres or where the type of story did not lend itself to a downtown run.

If the idea is as good as its proponents claim, and the multiple opening is to be considered for general use, why haven't distributors tried it out on a national scale? The answer is obvious. Any distributor with a worthwhile attraction will always prefer a downtown run first. There are just too many factors in its favor, not the least of which is the higher admission price and higher film rental, which encourages more production.

We know that admission price is a topic not to be discussed in the sale of film, but no one can deny that any ordinary business man would rather have 25 per cent of a $1.80 admission than 35 per cent of an appreciably lower price. To continue, many neighborhood houses and drive-ins, just the kind that would be involved in a multiple run, don't even have matinees because the daytime audience is non-existent. Also, better operation in de luxe downtown houses and larger advertising budgets are of real benefit to the distributor.

It seems to us that the established playoff pattern still has much to recommend it. Through the years, in areas where distributors and exhibitors have not been able to agree on terms, the multiple run opening has evolved. It is nothing new.

But where distribution and exhibition can bargain in good faith and arrive at fair arrangements for playdates, the downtown first run is still the best sendoff a good picture can get.

WB JUBILEE HITS THE BULLSEYE

JUST A WORD of praise for the colorful Jubilee of Films conducted last week at the Warner Brothers Studios in Burbank, Calif., before nearly 250 newsmen from everywhere.

It did more than sell the excellent WB lineup of forthcoming films. It focused press attention on the motion picture industry and gave opinion makers a view of an exciting, vigorous, healthy industry dedicated to the creation of the finest in mass entertainment.

This should be an annual industry event, with other major companies joining as well in carrying the message of forthcoming screen and theatre magic to the public. Warners handled it flawlessly, and the 1961 Jubilee could well stand as a model for those who will follow.

And a special tip of the hat to Jack Warner, Richard Lederer, William T. Orr, and Joe Hyams, among many others, for their smart handling of the entire affair.

ANOTHER "POSITIVE" VOICE

WE HAVE MADE our position on the subject of censorship clear in past editorials. We have urged those do-gooders and professional reformers who are so quick to blast the film industry to support "good" pictures as well.

A recent issue of "Catholic Review," official newspaper of the Baltimore, Md., Archdiocese, echoes our sentiments, we are happy to see. Speaking to their Catholic readers, the editors echo our call for positive action, and their thoughts are worth repeating here.

The editorial, headed "DON'T BOTHER," reads as follows:

"Recently, two films were offered to Baltimore's viewing public. Both were good, wholesome films; both ('THE MIRACLE OF ST. THERESE' and 'THE HOODLUM PRIEST') received high praise from the critics; both were boxoffice failures.

"It seems to us that these two movies deserved better support than they received.

"For years, parents have wrung their hands and vocally assaulted the movie industry for products that ranged from insipid to obscene, with the emphasis on the latter.

"When good films are produced, and fail to gain public support, who can blame the producers for drawing the obvious conclusion that the public, for all its protestations, really wants bad films?

"Do you really want bad films?

"We are forced to wonder how long those in charge of making films will continue to butt their collective heads against the wall of public apathy.

"We, of course, know that the public doesn't really want bad movies, but we are equally sure that time is rapidly running out (at least here in Baltimore) for some assurance to the men who select the films to be shown here that good films will not continue to play to empty theatres.

"Much has been said about a positive approach to the problems that beset modern American society; this much is clear, there is no more positive way of getting good, decent, honest films in this community than by giving strong and active support to them, however rarely they appear.

"All the anguished sighs in the world will never convince film makers that you do not want an unending round of illicit sex, debauchery, degraded humanity. Only—and we must stress—only your presence at films of merit with the attendant financial success will ever turn our theatres into anything but lust palaces.

"Of course, if you don't care, why then, don't bother."

Our sentiments exactly. Thank you, "Catholic Review," for this positive action. We are sure the motion picture industry approves your attitude.

ELVIS PRESLEY

HAS A SWEET, WILD SONG FOR EACH OF THEM — AND FOR EACH... A SWEET, WILD LOVE.....!



ELVIS sings "Lonely Man" to ...."I Slipped, I Stumbled, I Fell" to ...."In My Way" and "Wild In The Country" to

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CO-STARRING RAFER JOHNSON · JOHN IRELAND · DIRECTED BY PHILIP DUNNE · SCREENPLAY BY CLIFFORD ODETS

JERRY WALD'S PRODUCTION

WILD IN THE COUNTRY



Hear Elvis On R. C. A. Victor Records!

20th Century-Fox

CINEMASCOPE
COLOR by DE LUXE

NEWS CAPSULES

FILM FAMILY ALBUM

Gold Bands

Miss Doris Sheldon was married June 4 to **Henry L. Cohen,** son of **Wolfe Cohen,** Warner Bros. Pictures International Corp. president. The ceremony took place at home of the bride's parents in Queens, N. Y.

Diamond Rings

Miss June Einstein, daughter of manager **Al Einstein,** Springer's Linden, Brooklyn, announced her engagement to **Harvey Weinstein** of Macfadden Publications.

Obituaries

Dean G. Edwards, 78, husband of **Clara,** nationally known member of many motion picture organizations and president of the Federation of M. P. Councils, died recently. He headed the engineering firm of Edwards & Kelcey. Surviving with his window is a son, Gray.

George S. Kauffman, 71, playwright, director and producer, died at his New York home. He had a hand in either writing or directing many Broadway plays since 1921. He is survived by a daughter, two sisters, and a granddaughter.

Milton C. Mansfield, 91, retired Iowa theatre owner, died at the Marengo Hospital.

Henry E. Rehfield, 76, Iowa theatre owner since 1928, died in Davis County Hospital after a long illness.

Morris Sanders, 67, died at Lebanon Hospital, New York City, where he had been taken following a heart attack. An industry pioneer, he had served 20th-Fox as sales manager for 30 years. He was a charter member of New York Variety Club Tent 35. He had been operating theatres in recent years; and is survived by his wife, two sons, a brother, and a sister.

Harry Sher, 77, father of **Louis,** president of the Art Theatre Guild, died recently. Sher was a retired executive of Sons Bar and Grills Co.

Frank B. Smith, 83, who had been in charge of labor relations for RKO's western theatres since 1951, died in Chicago. He is survived by his widow.

Atlanta Censor Appeals

ATLANTA—A local judge's recent ruling that Atlanta's censorship laws are unconstitutional has been appealed to the Georgia Supreme Court. The appeal concerns only the ruling on "Never on Sunday."

The city contends in the bill of exceptions that the earlier rulings were "contrary to law." Judge Alverson held that the two movies were not obscene and that Georgia's constitutional provisions of "freedom of speech" prohibit prior restraint on movies.

He said at the time his ruling applied only to the two movies and did not bar the city's censor from reviewing movies. City officials have explained, though, that the entire censorship statute would be wiped from the books if the Supreme Court upholds Judge Luther Alverson's ruling.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JUNE 12

Tisch Predicts Growth In Loew's Earnings

NEW YORK—Laurence A. Tisch, chairman of the board of Loew's Theatres, predicted "tremendous" gains in both net earnings and cash flow of the company in the next several years in an address to the New York Society of Security Analysts.

"The theatre end of the old Loew empire was always a sound one," he said. "It always made money, it is continuing to make money, but the seed for growth had to be planted. To us, this meant better utilization of the real estate.

"We were able to increase theatre earnings," Tisch continued, "by improving operation practices and, with our knowledge of real estate, to increase the earnings of that end of the business, which had been given up until that time less attention than it merited.

"Theatre income," he said, "for the current fiscal year is running considerably ahead of last year.

"In the fiscal year ending Aug. 31, 1962, we shall have the benefit of a full year of operation of our Hotel Summit in New York, and I feel that our earnings will be much improved."

He told the security analysts that the hotel building program of Loew's Theatres is being paid "to a very great degree out of cash which is coming out of the earnings and depreciation flow of Loew's Theatres as such, out of real estate deals such as that for Loew's 72nd Street Theatre, New York, property, and out of our ability to place advantageous mortgages on the new properties."

He also said that radio estation WMGM, New York, which is carried on the Loew's Theatres' books at less than $300,000 and which had not been contributing to earnings in proportion to its investment worth, is being sold to Crowell-Collier for $11,000,000.



'22' Productions, Inc., recently completed their first short subject, "Curtain Up," dealing with the American summer theatre. The organizers, left to right, Tommy Finnan III, Gerald Plano, Jan Perry, and Carl Gottlieb, are seen with narrator Ed Sullivan. In color, the 25 minute subject has an original jazz score conducted by Don Elliott. A major distribution outlet is being sought.

BROADWAY GROSSES

"Wild" Is Only Newcomer

NEW YORK—"The Pleasure Of His Company" did well, with other holdover attractions registering mild business as one film, "Wild In The Country," opened on Broadway.

"WILD IN THE COUNTRY" (20th-Fox). Paramount reported $30,000 for the opening week.

"THE PLEASURE OF HIS COMPANY" (Paramount). Radio City Music Hall tallied $101,000 Thursday through Sunday, with $155,000 for the second week. Stage show.

"GONE WITH THE WIND" (MGM). Loew's State reported $22,500 for the seventh week.

"EXODUS" (UA). Warner stated the 26th road show week was $39,000.

"SPARTACUS" (U-I). DeMille reported a 36th week of $15,000.

"THE LAST TIME I SAW ARCHIE" (UA). Victoria announced a third week tally of $19,000.

"THE YOUNG SAVAGES" (UA). Astor reported a third week with $20,000.

"RAISIN IN THE SUN" (Col.). Forum claimed $9,000 for the 11th week.

"PEPE" (Col.). Criterion announced $13,000 for the 25th week.

"ON THE DOUBLE" (Paramount). Rivoli had a fourth week of $12,000.

"THE SECRET WAYS" (U-I). RKO Palace estimated a third and last week of $6,500.

"ATLANTIS, THE LOST CONTINENT" (MGM). Capitol reports $16,000 for the third week.

Industry Opposes Tax Plan

WASHINGTON—MPAA and MPEAA filed a statement with the House Ways and Means Committee which strongly opposed President Kennedy's so-called tax haven recommendations. The joint nine-page industry statement explained that production abroad should not be heavily taxed because foreign countries now make it difficult for American films to be shown outside of this country.

The President suggested that so-called tax havens abroad be outlawed by Congressional action, but it is believed that the present Congress will not take decisive action at this time. An industry witness was scheduled to testify at Congressional hearings, but the statement is expected to be the only industry comment to be made at this time. It is felt that production and distribution companies will take direct action for exemption when the next Congress convenes.

The Committee found inferences in the statement to be of particular interest. While it did not directly read this way, the statement implied that special exemption should be given to the motion picture industry so that it would be able to compete favorably in foreign markets. The statement also read that tax deferrals and other tax haven advantages would in no way affect the U. S. payment problems which the President is concerned about.



SUMMER TIME

WILL BE

TAMMY TIME

FOR THOSE

MONEY TIME

GROSSES!

GUARANTEED

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PRE-SOLD by Universal in National Magazines

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Placed in mass circulation magazines selected to cover every audience segment...the young in heart... the young in years... the whole family!



Paramount Still In Picture Business

Balaban Tells Meeting Of Ambitious Pix Plans; Spotlights Progress In Color-TV, Telemeter, Etc.

NEW YORK—Production and distribution of major motion picture attractions—a number of which have proven "gratifyingly strong" at the boxoffice during the past year—is still basically the business of Paramount Pictures Corporation, president Barney Balaban told stockholders in an address that also highlighted substantial progress by the company into new fields of diversification.

Marking a quarter of a century as president of Paramount Pictures, Balaban reported to the company's annual meeting that during the past 25 years "the changes in the scope of our operations have been tremendous."

Citing Paramount's ambitious line-up of important productions as evidence of the company's continuing confidence in the motion picture business, Balaban said that Paramount Pictures was also "building values" for its stockholders through new activities in other areas of the entertainment field and in science and electronics.

Spotlighting Paramount's progress in diversified fields was the demonstration for the first time anywhere of a new color television set with picture brightness comparable to the best commercially available black-and-white set. Developed by Paramount through its Autometric Corporation subsidiary and enjoying "unusually strong" patent protection, this new Chromatic color set can be mass produced for as little as 1.3 to 1.4 times the cost of the best available black-and-white sets, vice-president Paul Raibourn told stockholders.

Paramount's wholly owned division, International Telemeter Company, has attracted considerable attention during the past year in pioneering the development of pay television, Balaban said. In its Canadian installation, Telemeter has achieved its "Phase I" objective of about 6,000 subscribers, and is now developing "a good deal of basic information about various aspects of this new medium," Balaban reported.

Gross revenues of Paramount Pictures Corporation during the current or second quarter of 1961 have been better than last year, Balaban announced, "but due to higher costs and other related factors it is too early to predict our net profit for this period." For the first quarter of 1961, Paramount's consolidated net income was $2,450,000, or $1.46 per share. In addition, an investment profit was realized in the amount of approximately $400,000 or 24 cents per share based upon 1,673,231 shares outstanding as of April 1.

Balaban said that increased costs involved in Paramount's studio operations, including those arising out of substantially added talent costs and the settlement of labor difficulties, are and will be reflected in the company's current and future productions. "We are fortunate in now having a better quality of pictures which can and should result in sufficiently increased income to offset the higher cost and, we hope, result in increased profits." Among the films listed as confirmation of Paramount's determination to furnish boxoffice attractions of outstanding quality were "One-Eyed Jacks," "The Pleasure of His Company," "On the Double," "The Ladies Man," "Summer and Smoke," "Breakfast at Tiffany's," "The Counterfeit Traitor," "My Geisha," "Hatari!," "Blue Hawaii," "The Man Who Shot Liberty Valance," "Dear and Glorious Physician," and "My Six Loves."

The past year in Etobicoke, a suburb of Toronto, has been valuable in arriving at realistic cost figures for Telemeter, Balaban reported. Operating procedures, staff requirements, reliability of equipment and other factors have been thoroughly analyzed. Profitable operations were not to be expected during this initial experimental phase, it was pointed out.

Edwin L. Weisl, for 20 years a director of Paramount Pictures, has been elected chairman of the executive committee of the corporation, succeeding Stanton Griffis, and Paul E. Manheim has been elected a director of the corporation, it was announced by Balaban.

Griffis, who served as chairman of Paramount's executive committee for 25 years, will continue as a director and member of the executive committee.

AB-PT N.Y. Office Invaded By "Sit Ins"

NEW YORK—American Broadcasting-Paramount Theatres, Inc., had four visitors at their offices here last week. The four were members of the Young People's Socialistic League, and they certainly overstayed their welcome. They spent a few days and nights sleeping in the company's offices.

As part of a group which picketed the offices, the four took a "sit-in" position, claiming that Leonard Goldenson, AB-PT president, should order the Paramount Austin in Texas to desegregate. Goldenson replied that the Austin is "autonomous."

Goldenson also said that the company did not want to eject or arrest the demonstrators because such action would only dramatize their cause.

Miller Joins Filmack

CHICAGO—Robert Miller has been named Advertising Manager of the Filmack Corporation's theatre division. He will be editor of Filmack's monthly publication, Inspiration, and will handle trade paper and direct mail advertising.

Before coming to Chicago, Miller was employed by the Berger Amusement Company as manager of the Dakota, Grand Forks, N.D. He has also managed and handled advertising for theatres in Minneapolis and St. Paul for the Minnesota Amusement Co., Ted Mann Enterprises, and Fisher Amusement Co.

Van Dyke Heads SDIG

NEW YORK—Willard Van Dyke, well known industrial-documentary film director, creator of "The City" and other films, has been unanimously reelected to serve a second term as president of Screen Directors International Guild.

Other officers elected to serve for a period of one year are Don Hershey, first vice-president; Jack Glenn, second vice-president; Joseph Lerner, secretary; and Robert J. Kingsley, treasurer.

Phila. Drive-In Sues For Clearance Change

PHILADELPHIA—South Side Drive-In Company, Inc., filed an anti-trust action in U.S. District Court here against eight distributors and Stanley Warner. Damages of $675,000 plus attorneys' fees and costs are sought under the Sherman and Clayton Acts.

The plaintiff, repersented by Laurence Brunswick, Philadelphia, and Seymour F. Simon, Chicago, charges SW Management Corporation have coerced and attempted to coerce distributors to continue licensing procedures whereunder simultaneous showings at the drive-in and certain indoor houses are prevented under a neighborhood run clearance procedure, rather than to license the plaintiff's drive-in with other indoor theatres which are linked to the South Side under standard clearance procedures here.

The action charges that at least two distributors were subjected and gave in to pressure by Stanley Warner to license films to indoor theatres in such a manner as to exclude the South City Drive-In, and that other distributors were penalized for not giving in to such pressure.

In addition to money damages, the action seeks an injunction restraining defendants from continuing the alleged conspiracy and monopoly, and from granting or receiving any clearance to prevent exhibition of films at the drive-in simultaneously with showings at the SW Broadway or the SW Savoia.

Defendants are Warners, United Artists, MGM, 20th-Fox, Columbia, Paramount, Buena Vista, American-International, Stanley Warner and Stanley Warner Management.

New T-L TV Unit Set

NEW YORK—The formation of a new TV subsidiary of Trans-Lux Corporation of major industry importance was announced by Richard Brandt, president, and Richard Carlton, vice-president of Trans-Lux Television Corporation. This subsidiary, Television Affiliates Corporation (TAC), is headed by Robert Weisberg, vice-president.

TAC has been formed to fill a need in the television industry of the United States—the exchange of high quality, locally produced programs among stations. Significant emphasis is placed on this aspect of the project by the formation of a Broadcaster Advisory Committee consisting of prominent station executives.

Lefko Joins Pathe

LOS ANGELES—Budd Rogers, president of Pathe-America Distributing, Inc., announced the appointment of George Lefko as the company's midwest sales manager. Lefko is establishing headquarters in Chicago where for the last eight years he was Warner Bros. branch manager. Lefko will supervise Pathe-America offices in Chicago, Milwaukee, Minneapolis, Des Moines, Omaha, and Kansas City.

"Ben-Hur" To Drive-Ins

NEW YORK—Metro-Goldwyn-Mayer has set over 1800 new engagements of "Ben-Hur" for June, July, and August. Approximately half will be in drive-ins, the first wave of drive-ins for the epic film.

Summer Films Boosted By Tabloid In L.A.

LOS ANGELES—Distribution in Los Angeles area theatres of one-half million copies of a 12-page roto tabloid carrying newspublicity on new products from nine motion picture companies for the start of the Summer Movie Season will get underway June 21.

Titled "Summer Movie Preview," cost of the tabloid is bing borne by Los Angeles distribution companies and independent and circuit exhibitors. The tabloid will have four-color front and back covers giving it a "slick" magazine appearance.

Among exhibitors who will cooperate in the tabloid distriblion are National Theatres, Pacific Drive-Ins, Fred Stein Enterprises, and United Artists Theatres.

Distributors and the attractions featured in the tabloid are:

Allied Artists—"King of the Roaring 20's" and "Armored Command."

American-International — "Alakazam, the Great" and "Pit and the Pendulum."

Buena Vista—"The Parent Trap."

Columbia—"Guns of Navarone" and "Two Rode Together."

Paramount—"One-eyed Jacks," "On the Double," and "Ladies' Man."

20th Century-Fox—"Wild in the Country," "Snow White and the 3 Stooges," "Voyage to the Bottom of the Sea," and "Francis of Assisi."

United Artists—"By Love Possessed," "Last Time I Saw Archie," "The Naked Edge," and "Goodbye, Again."

Universal—"Come September" and "Tammy Tell Me True."

Warner Brothers — "Fanny," "Parrish," "Splendor in the Grass," and "Claudelle Inglish."

The makeup and printing of the tabloid is being done in Denver by the Denver Post. The plan was presented to Los Angeles distribution ad men by Paul Lyday of National Theatres and Jack Case of Pacific Drive-In Theatres.

Col. Week Sets Record

NEW YORK—Columbia's "Salute to the Division Managers Sales Drive" set more than 12,000 feature dates in addition to cartoons and short-subjects for the week of June 9-15 setting an all-time company sales record, it was revealed by Rube Jackter, vice-president and general sales manager. This special highlight week of the three-month drive was designated as "Columbia Week."

Klein Aids City Of Hope

BEVERLY HILLS, CALIF.—Eugene V. Klein, president of National Theatres and Television, Inc., has been named the film industry's national liaison chairman for the City of Hope by former Governor Goodwin J. Knight, chairman of the board of trustees of the City of Hope National Medical Center.

Klein is also a trustee and secretary of the Medical Center.

Distrib Deal For Israeli Pic

NEW YORK—Plans for the United States release of Baruch Dienar's Israeli motion picture, "They Were Ten," were concluded with Sanford W. Weiner, president of Film Representations, Inc. The firm is setting up 29 key city engagements starting in October, which is the national release date set for the film.

June Production Activity At Fox Reaches All-Time High As 11 Shoot

NEW YORK—Production activity at 20th Century-Fox during the month of June will reach an all-time high for number of pictures before the cameras, with the announcement by the film company that 11 major productions will be filming this month, five in Hollywood and six abroad.

Though the summer months always mark an increase in production activity, this number of features ready for the cameras in June is the highest single month's shooting schedule in 20th's history. All 11 of the films will be ready for distribution in the latter part of 1961 and the early months of 1962.

Currently rolling at the studio are two Jack Cummings' productions "Bachelor Flat" starring Tuesday Weld, Terry-Thomas, Richard Beymer, and Celeste Holm, and "Mother Ought To Marry" starring Debbie Reynolds, Andy Griffith, Steve Forrest, Thelma Ritter, and Juliet Prowse. Frank Tashlin directs the former and Vincent Sherman the latter. Also shooting is Richard Zanuck's "The Chapman Report" starring Janet Leigh, Shelly Winters, and Jayne Mansfield.

In mid-June, producer Henry Weinstein will begin "A Summer World" with stars Fabian, Dana Wynter, and Ann-Margret, to be directed by Franklin Schaffner. "The Commancheros" starring John Wayne, Stuart Whitman, and Ina Balin will also roll in June. The action-western will be produced by George Sherman and directed by Michael Curtiz.

In Europe, 20th will have six major pictures in production during June, the largest single month of shooting in the company's European production history.

Completing production following a 12-week shooting schedule in London is "The Innocents," starring Deborah Kerr and Michael Redgrave, the picturization of Henry James' classic suspense story.

The six-picture multi-million dollar lineup also includes "Tender Is The Night," F. Scott Fitzgerald's heralded novel starring Jennifer Jones, Jason Robards, Jr., and Tom Ewell, being filmed in Zurich, Switzerland and "Gigot," starring Jackie Gleason in an original story of a deaf mute janitor. The drama-comedy is being produced in Paris.

Darryl F. Zanuck is presently scouting locations and filming background scenes off the coasts of Italy and Cyprus for his Allied invasion spectacle, "The Longest Day," while producer Mark Robson is currently shooting picturesque backdrops of Holland for his production of "The Inspector," starring Stephen Boyd and Dolores Hart.

Completing 20th's European schedule is Leo McCarey's "The China Story" with William Holden, France Nuyen, and Clifton Webb starred in the dramatization of Pearl Buck's noted novel.

While the production arm of 20th flexes for the June output, the promotion and sales departments are completing promotional campaigns and selling drives for the eight major summer releases. Going into national release in June are "Wild In The Country" and "Snow White And The Three Stooges."

Plato Skouras' production "Francis of Assisi" will have its world premiere in San Francisco on July 12. Also following the July 4 weekend, Irwin Allen's "Voyage To The Bottom Of The Sea" will be released, as will "Misty."

Darryl F. Zanuck's "The Big Gamble" will be released in August. Also slated for late summer showings is Robert Rossen's "The Hustler."

20th Century-Fox vice-president Charles Einfeld is in Hollywood for a series of studio conferences with president Spyros P. Skouras, executive production head Robert Goldstein, and producers, regarding promotional plans for currently shooting and forthcoming productions.

Einfeld will discuss advertising, publicity and exploitation campaign plans with producers Jerry Wald, Charles Wick, Robert Radnitz, and Plato Skouras detailing the national promotion patterns of the company's summer releases.

Einfeld will go to San Francisco for meetings with Mayor George Christopher and his staff to finalize plans for the world premiere of "Francis of Assisi."

UA Sets New Deal

NEW YORK—Producers Stuart Millar and Lawrence Turman announced that they have consummated a new four-picture financing and distribution deal for their company with United Artists.



Si Seadler, MGM's eastern advertising manager, discusses a group of stories with Mrs. Gwen Terasaki, the woman whose story MGM has brought to the screen in "Bridge To The Sun." Seadler visited her at her Johnson City, Tenn., home.

Lawford-UA Pact Set

NEW YORK—United Artists and Chrislaw Productions, Peter Lawford's newly organized production company, have concluded a major production agreement calling for Chrislaw to produce films for theatrical and TV distribution by United Artists over the next three years. The announcement was made by Arthur B. Krim, president of United Artists, and Lawford.

Chrislaw's first project for United Artists will be a modern version of Edwin Porter's famed 1905 motion picture classic, "The Great Train Robbery," and will star Lawford with Frank Sinatra, Dean Martin, Sammy Davis, Jr., and Joey Bishop, same cast that worked in "Ocean's 11."

According to the terms of the agreement, Chrislaw will produce a minimum of three feature films and two TV series. It is contemplated that more than 10 million dollars will be invested in this program.

Concurrent with the announcement of the Chrislaw-United Artists pact was Lawford's announcement that he has signed William Asher to be executive producer for the new company.

WB Jubilee Of Films Draws Newsmen From All Parts Of World To Studio

BURBANK, Calif.—Warner Bros.' Jubilee of Films was entertainment history as 230 newsmen from all parts of the world returned home after two eventful days as guests at Warner Bros. Studios, viewing motion pictures in production and on the screen.

"We believe Warner Bros.' Jubilee of Films has been of value to motion pictures," Jack L. Warner, president of Warner Bros., said in closing the two-day festival. "It has been our purpose to inspire a closer and more understanding association with the world's opinion makers. We hope we have succeeded, that you have found your visit informative and enjoyable and will want to return again."

Conceived as a new showmanship venture in acquainting opinion makers of the world with Warner Bros. product and the Warner Bros. personnel and studio production operation, the Jubilee achieved a number of precedent setting firsts.

It was the first international film festival ever staged in the center where American motion pictures are created.

It was the first Hollywood event to bring newsmen from all 50 states, including the new states of Hawaii and Alaska, together with the resident Hollywood press corps and international correspondents on a studio lot.

It drew the most comprehensive national and international coverage ever accorded any motion picture news event, other than the Academy Awards, possibly even topping the Academy presentations in total wordage filed.

Under the personal sponsorship of Warner, the Jubilee was a smoothly coordinated project in which every division of the worldwide Warner Bros. organization participated.

In a balanced program of screenings, production set visits and entertainment, visiting journalists were given an accurate, uncensored view of a major studio in working operation and a climaxing view of Hollywood at its best at play.

Screenings included three important motion pictures scheduled for early Warner Bros. release, "Fanny," "Splendor In The Grass," and "Susan Slade," and completed sequences of "The Music Man" and "A Majority of One."

Hard-hitting local-level promotional campaigns were set for "Parrish" and "Fanny" at an advertising-publicity-exploitation conference following the Jubilee.

Richard Lederer, the company's national director of advertising and publicity, presided over the meetings of Warner Bros. publicity, advertising and exploitation personnel from New York, Hollywood, and other key cities throughout the United States and Canada.

Following up the "Massive Merchandepth' campaign that has established "Parrish" as a want-to-see attraction from coast to coast, the conference participants applied to local situations the selling techniques that will make the most of the national saturation campaign.

In the "Parrish" discussions, strong emphasis was given to the "teen-age sell" for the Technicolor film, combined with specialized appeals to every age-group and section of the population.



Seen at Warner Brothers Jubilee Of Films at which more than 200 newsmen visited the studio in Burbank, Cal., were, left to right, Hugh Benson, Leslie Caron, William T. Orr, vice-president in charge of production, and Joshua Logan, producer of "Fanny."

Three Tyro Exhibs Launch Mich. D-I

DOWEGIAC, MICH.—Three individuals who have never had anything to do with show business take the plunge June 29 when they open the Five Mile North Drive-In Theatre, complete with fireworks.

The title of the new project is Sisters Lake Enterprise. President is Donald G. White of Sisters Lake, who operates bowling alleys. Vice-president is Professor James Dincolo, who instructs at Notre Dame at South Bend, Ind., and who lives there. Secretary-treasurer is George S. Keller, who is an attorney and dwells in Niles, Mich.

West Engineering Co. of Flint, Mich., built the 432-car site. All equipment is being furnished by the Detroit branch of National Theatre Supply.

Policy will be first run, with two to three changes a week. Booking and buying will be handled out of Detroit by Clark Theatre Service.

The bowling-pedagogic-legal trio will operate the concession themselves.

The FMNDI will be the first out-dorer in the Sisters Lake section, and will be the 65th for contractor West Engineering.

New Film From Levine-Ponti

NEW YORK—Joseph E. Levine's Embassy Pictures Corp. entered into a co-production agreement with Carlo Ponti to film "Boccaccio 70," a multi-part presentation to be made by four of Europe's renowned directors and starring a quartet of outstanding international personalities.

"Boccaccio 70," which Ponti will produce, will consist of four segments dealing with various aspects of contemporary life and behavior.

The local "Fanny" advertising-publicity-exploitation campaigns will follow through on the national pre-selling drive that has resulted in magazine coverage in publications with a total readership of 61,743,655, in addition to big-space newspaper attention in every key city in the United States and Canada.

Seven Arts Reports Profit After '60 Loss

TORONTO—David B. Stillman, president, Seven Arts Productions, Ltd., told stockholders that the company expects that profits for the first quarter of fiscal 1961, estimated at $1,500,000 before taxes, "will more than wipe out" the loss of $1,090,212 for the past fiscal year.

The anticipated profit, primarily from the distribution of feature films for television, was based on sales agreements.

The fiscal 1960 loss was due, reportedly, mainly to projects inherited by the new management, which took over last fall, including $770,000 from the record company alone. In the first-quarter of fiscal 1961, the record company operated at a reduced loss of about $20,000, indicating a reported possible profitable trend.

Seven Arts Productions, Ltd., formerly Creative Telefilms and Artists, Ltd., in the year ended Jan. 31, 1961 received $3,356,892 from film rentals and related items.

At the forthcoming stockholders meeting a reverse split in common stock will be considered as well as additional financing. A meeting of debenture holders has also been called to consider the conversion of those debentures into common stock, after action is taken on the proposed reverse split.

The company's post-48 library now totals 231 features and 199 cartoons. all from Warner Brothers and 20th-Fox, in addition to pre-48 product.

Seven Arts is planning to invest $5,000,000 in a residential resort and commercial development planned for some 144 square miles of property on Grand Bahama Island in the Caribbean.

Ray Stark, whose World Enterprise Companies are being absorbed into Seven Arts, will head west coast operations and all film activities under Eliot Hyman, president of the American subsidiary, Seven Arts Associated in New York.

Charles Feldman reportedly will join Seven Arts through the acquisition of his company, Famous Artists Agency, which he will continue to head.

In addition, Seven Arts reports agreement on establishing a financing-distribution relationship with Bryanston Films-Seven Arts Ltd., which will finance only films for international distribution, with United Kingdom release through British Lion; and television co-productions with Associated British Pictures Corporation, London, whereby ABP will distribute in Europe and Seven Arts elsewhere.

Respective company boards are expected to vote approval of Seven Arts' acquisition of the Cinemiracle process, including cameras and equipment, plus rights to reproduce them.

"Rocco" Gets Double Date

NEW YORK—Astor Pictures International has announced completion of arrangements for the American premiere of the highly acclaimed motion picture "Rocco and his Brothers," which will be held at both the Beekman and Pix on June 28. George Josephs, vice-president in charge of sales and spokesman for Astor, stated that "the opening will establish a cinematic landmark in that it will be the first day-and-date premiere engagement of a foreign film in New York City." A policy of continuous performances will be in effect at both theatres the following day.



You never know under what conditions of weather or lighting a great shot may occur. That's why it always pays, whatever the assignment, to "*Load with Eastman Film!*"

If it's black-and-white you want, use the new Eastman Double-X. Three times the speed of Plus-X. Superior fine-grain characteristics! Added depth! Superior resolution! Plus the advice and cooperation of the Eastman Technical Service for Motion Picture Film when you need it.

If you want further information, please write Motion Picture Film Department,

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y.
Midwest Division, 130 East Randolph Drive, Chicago 1, Ill.
West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.

Or—for the purchase of film: **W. J. German, Inc.,** Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.



The NEW YORK Scene

By Mel Konecoff

BOB MOCHRIE, vice-president in charge of sales at MGM, was of the opinion the other morning that the motion picture business is not a dying business but rather is a changing one. It's still a great business, opined he, greater than ever, and he foresees the day when each type of picture will be handled in accordance with the quality of the film. In other words—to each its own type of theatre is the way he figures it, the grind theatre for the grind type of film and the better theatre for the better type of film.

Otherwise, he wanted it known that MGM will release seven films during the summer months of July and August and none are burdened "with heavy sex." He wanted exhibitors to know about these because a few of them are not as yet ready for screening. The seven are "Ada," with Susan Hayward and Dean Martin for August; "The Honeymoon Machine," a comedy to go in July, which will be sneak previewed in the principal cities of the country; "Bridge to the Sun," to be released in August following a three city premiere on Aug. 10 in Washington, San Francisco, and Tokyo; "Magic Boy," a feature length cartoon, and "Secret of Monte Cristo," which he would like to see play as a package in July; "Morgan The Pirate," which will have 500 to 600 prints working during July and August; "Thief of Bahgdad," which will go in August with much the same pattern, with heavy outlays for campaigns in newspapers, radio, and TV.

He called the program an ideal one for family viewing, light and entertaining in keeping with the season. Last year saw five features released over a three month period as against the seven this year over a two month period.

Mochrie opined that this summer should really see competition hot and heavy, but exhibitors should be happy with all the product around. He could have held up on one or two features for release in the fall, but since the films are ideally suited for the summer, he felt that they should go out then. As far as MGM is concerned, the apparent lack of orderly release is not intentional, but rather the company wants to release the films as fast as prints can be gotten and as fast as opening campaigns can be set. Delay in production plus the encumbrance of competitive bidding is holding up faster playoff, he opined.

He called "Gone With The Wind" one of the biggest grossers this year, and he estimated that this time around it could gross seven and a half million dollars domestically. "Ben-Hur" should wind up with close to 50 millions domestically with circuit breaks to get under way on July 26 on a non-reserved seat basis and with exhibitors setting the admission scales. It will also play off during the summer in some drive-ins throughout the country.

While on the coast, Mochrie saw working sneaks on "King of Kings," and he called it "a fantastically great picture." He expected it to be released with the same care that "Ben-Hur" got next October, with a really comprehensive ad campaign in the works.



CANADIAN Highlights

By Harry Allen, Jr.

MANAGERS and the public will participate in the 20th anniversary celebrations of Odeon Theatres (Canada) Ltd. The managers of the 83 theatres across the country will share prizes totaling $2,500 for a nine-week publicity and promotion campaign to run from May 29 to July 30. In addition, there will be prizes from the confection department. The public will have an opportunity to win an air trip to Mexico through the cooperation of Canadian Pacific Airlines and the Hotel Pierre Marques, Acapulco. They will be asked to select the top five pictures from a list of 20 British film titles. Then they are to be asked to answer the question, "I would like to spend a holiday in Mexico because . . ."

Submissions by the managers will bring a first prize of $500 and a second prize of $250, and will each represent a single campaign over the nine weeks of the celebrations. Five consolation prizes will bring the winners an extra week's vacation with pay.

Promotion directors of the various distributor companies are cooperating in the contest which will celebrate the founding of Odeon when Paul Nathanson activated the company. The company was later taken over in 1946 when Rank purchased the Odeon interest of Paul Nathanson. His father had died in 1943 and he himself had been ill for months when he sold his share of Odeon to Rank. Odeon became the showcase in this country for British films.

The late Hon J. Earl Lawson, KC, succeeded Paul as president and operations chief in 1946, Lawson died in 1950 and L. W. Breckington, one of the country's most notable citizens, became president. It was Breckington, said Lord Rank, who was responsible for his decision to enter the Canadian field.

Breckington announced his retirement in September, 1960. C.R.B. Salmon, MC, CA, the executive vice-president, who had come to the Rank group of Canadian companies in 1951, was named to succeed him. At the same time, J.S.D. Tory, a director of many Canadian companies and a leader in public service organizations, became chairman of the board as successor to John Davis, London, vice-chairman and director of The Rank Organization. Members of the Tory-Salmon team of operations include Frank Fisher, general manager and vice-president; E. W. Forsyth, assistant general manager; W. E. H. (Harvey) Hunt, chief booker and buyer; and Charles Mason, advertising and publicity chief.

BOARD OF BROADCAST GOVERNORS will be asked to include TV commercials made in Canada as part of its Canadian-content requirement of 55 per cent. This was decided at the 13th annual meeting of the Association of Motion Picture Producers and Laboratories of Canada who will make the representations. New president is Henry Michaud.

"Tammy" Is Aimed At Family Audience

NEW YORK—Although special emphasis will be placed on its appeal for teen-agers and young adults, Universal-International's national magazine advertising campaign for the Ross Hunter production, "Tammy Tell Me True," also will stress the fact that this is a picture for the entire family, it was revealed by David A. Lipton, vice-president.

"It is a recognized fact that young people comprise the largest segment of today's movie-going public," Lipton declares. "Yet many surveys have indicated that the public wants more films that can be enjoyed by all age groups so that entire families can attend theatres together. We have just that type of picture in 'Tammy Tell Me True' and we are pointing up this fact in our comprehensive pre-selling ad campaign.

"We feel that one of the reasons for the tremendous success of our first 'Tammy' production was its appeal for the whole family. Our new picture duplicates those succesful elements in the original and we are going all-out to make the public aware of this before the picture even is released. This should assure a high percentage of actual customers among the potential audience for the picture."

Magazines in which the "Tammy Tell Me True" ads will appear have been selected with great care to assure reaching young people and parents alike. Magazines such as Life, Look, and Photoplay number all age groups among their readers. Seventeen, Teen, and American Girl are read primarily by the younger set, especially the younger girls. Parents' Magazine was chosen because of its wide readership among parents of school-age children.

No Quorum Stalls Censors

ABILENE, TEX.—The failure of Abilene's controversial movie censorship board to hold its second monthly meeting for lack of a quorum added 11 new films to a growing list shown or to be shown with no classification of any kind.

Chairman Joe D. Pride said he will try to get another meeting together June 14, adding that "the movies will have to go ahead as they have in the past."

Six motion pictures got no classification at the board's first meeting on May 11 and still remain unclassified although all have been shown since that meeting.



Pictured at the first annual installation dinner of the New York Chapter of the Women of the Motion Picture Industry are, left to right, Dorothy Reeves, president; Frank Murphy, assistant general manager, Loew's Theatres; Hilda Frishman, second vice-president; Max E. Youngstein, United Artists vice-president; Florence Long, Toronto, national WOMPI president; and Clarice Hausman, first vice-president.

"How I Would Sell . . .

GIDGET GOES HAWAIIAN

Col.'s Delightful Bid For Family Summertime Trade

The exhibitor planning an engagement on Columbia's "GIDGET GOES HAWAIIAN" runs a great danger of making one of three mistakes, or perhaps all three. They are:

1. Evaluating this picture on the basis of screening room impressions.
2. Assuming that it is strictly a teenage motion picture.
3. Failing to back it up with a strong campaign.

In the first particular, allow us to point out, this is a great audience picture. It should by all means be sneaked or screened for select audiences. Our screenings have been eminently successful. In every case, audience reaction was very enthusiastic.

Second, the interest in "GIDGET GOES HAWAIIAN" is by no means confined to teenagers. Parents, young marrieds, grand-folks, and even small children love it. It is important that merchandising be aimed at all markets.

An Exclusive SHOWMANALYSIS Prepared by—

JOANNE STARR, Field Publicist
WALTER TREMOR, St. Petersburg, Fla.
City Manager, Florida State Theatres

ABOUT THE AUTHORS • Joanne Starr is field publicist for Florida State Theatres on Florida's west coast, a job she has held for 10 years. Walter Tremor is city manager for Florida State Theatre in St. Petersburg. He has held various jobs in the exhibition field during the last 30 years. Both have been Markley Men since the inception of the Markley Plan in 1958, and have enjoyed working on all the company's project pictures.



Third, it must have an enthusiastic selling campaign. This is one of those films the exhibitor can make by his enthusiasm or break by the lack of it. Make it important and "GGH" has a tremendous potential. These statements are being backed by our organization with time, effort, and dollars. Opinions and ideas advanced are the result of joint meetings of management and field people of Florida State Theatres.

Selling pegs are not difficult to find. Let's isolate and analyze the elements.

THE TITLE: A good one, Gidget is a known quantity, a word that has become part of our language. Three quarters of a million copies of the original book were sold. "GIDGET" the first was a delightful hit. Put Gidget and Hawaii together and you have a chemistry that automatically creates a desire.

THE STAR: An unknown today, tomorrow a star. She's cute, has an electric personality captured effectively by the camera. And most important, she has talent plus the ability to handle herself like a real pro. We had the good fortune to have her in advance of the openings. She won the hearts of everyone. So much so that the St. Petersburg Times ran a four column cut in full color on page one, section one. Because she is a Florida girl, we are selling her as Florida's Own Twinkle Star, Cinderella 1961 Model.

THE CAST: Not earth shaking in personal draw, but the producers have done a fine job of casting. The young people are wonderful and the elders are great, too. The total impact of all players adds up to quite a potential.

THIS AD, gaily presented in two colors to announce the opening of the family-appeal film, was created especially for Florida State Theatres and can be utilized by other situations with summer dates.



ABOVE, this ad has several elements to draw the attention of the youthful audience whose support is so important to the success of the film. The comment by a popular local disc jockey and the comic strip approach hit that mark. BELOW, left, a colorful lobby display featuring a floral arrangement of tropical flowers promoted from a local florist is the type of attention-getter that can be arranged by any theatre. BELOW, right, a newspaper ad to follow the opening of the picture with space for comments by patrons who have seen and enjoyed the picture. This can also be mounted outside the theatre or in the lobby to point up family appeal.



THE LOCALE: Sylvia Porter, in her column of March 28, made this astonishing statement. *"More people want to visit our 50th state than any other place on earth. According to a Curtis Publishing Company survey, 19,600,000 Americans named as their number one dream vacation, a trip to Hawaii."* Mark this, for here is the key to a broad market acceptance of "GGH." Don't overlook this important selling angle.

THE PLUS ITEMS: The music, the sports, the adult appeal, and the color. Columbia chooses to call it Rainbow Color, we prefer Hawaiian Color to emphasize a point.

Now for the specifics: Because "GGH" needs a long run build-up, we began 30 days in advance with lobby displays made of live shrubs and tropical plants, promoted from nurseries. For added decor, we used the Hawaii Kit, available through ORCHIDS OF HAWAII, INC. Newspaper press breaks began 30 days in advance. Columbia has an excellent set of teaser trailers. They are a must. We used them in advance and as crossplugs in associate theatres.

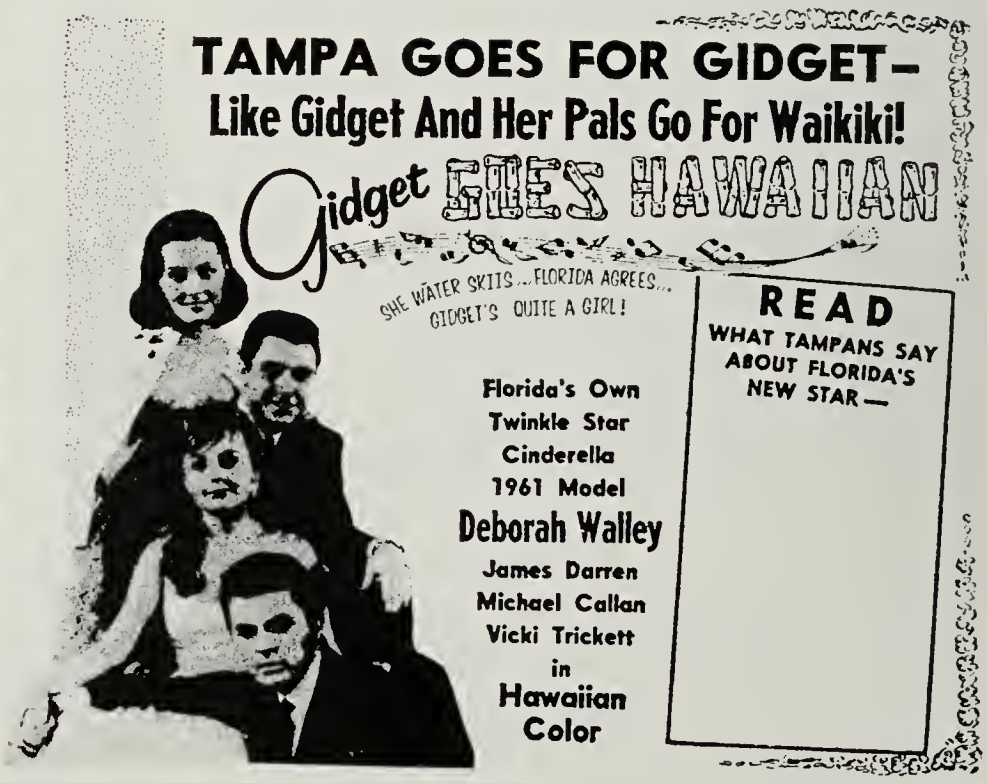
The Deborah Walley personal appearance tour got us on all TV and radio stations in the area, including educational TV which went into class rooms, reaching 17,000 students of high school age in the Bay Area alone.

Our newspaper ads were prepared before the Columbia ads were available, and were adapted to the Florida pitch. The Columbia ads, however, are very good, with a fine feel for the picture. We do recommend a few changes. (1) Elevate Deborah Walley to star billing. She deserves it and is something to interest and excite readers. (2) Add a little more of the Hawaiian vacation flavor. (3) Change Rainbow color to Hawaiian color.

Ads 106 and 107 are excellent for using on opposite sides of the amusement page. Ad 501 is fine for opening day.

For our opening day ads in the keys, we decided to run color for two reasons. (1) The surprise element; no one would normally expect a color ad on this picture. (2) We have never used color on any but the biggest attractions. The color chosen was yellow because it is a motivating color, and as it is the color of sunlight, we worked it into the ad as an integral part of the layout.

Biggest promotion was on radio and TV. In all our towns, theatre parties were offered radio and/or TV stations. In exchange for a screening of "GGH," we required a minimum of one promotional spot per hour selling the screening and the picture for three weeks in advance. Not a single station refused. To give the screenings a twist and to emphasize the adult sell, guest tickets were distributed primarily to adults. As an example, WSUN-TV and radio in the St. Petersburg-Tampa area took over the complete promotion. Had station



COMING . . . in the issue of June 21
WALTER KESSLER, Manager
Loew's Warfield Theatre, San Francisco, Calif.
tells how he would sell . . .
MGM-Embassy's
"MORGAN THE PIRATE"

talent in person, invited dignitaries, school officials, and teachers. Distributed 1200 tickets in each town. They promoted a band and many wonderful prizes, including a TV set in each town. The turn-out was near 100 per cent . . . got the picture launched in high fashion.

A newspaper ad was prepared for disc jockey endorsement and sold to the station to run at their expense. It was, in effect, a localized version of the Dick Clark endorsement of the original GIDGET film. Open end interviews and Deborah Walley station breaks netted plenty of radio free publicity.

A special event was a Teen Dance party for TV broadcast the Saturday afternoon before opening. It was sponsored by RC Cola. Six hundred high school students attended. Promoted prizes were given, and RC Cola furnished all the cold drinks everybody could drink. Deborah Walley appeared via film made during her PA tour.

The TV commercials are terrific. We used them on the Teen Dance show, on the American Bandstand, and on ball game telecasts. There is an excellent 4½ minute 16mm TV entertainment clip. We spotted this for free and recommend it to exhibitors.

We had three-color, day-glo bumper strips made and they were distributed in the following manner: Disc jockey announced that the first 100 drivers to go by the theatre and permit the manager to put a bumper strip on his car would receive a pass to see "GIDGET GOES HAWAIIAN."

We took full advantage of the national contest Columbia has going with Food Fair Stores in the east and Kroger Stores in the west. Exhibitors should avail themselves of the tremendous promotion, as we did.

There are other items, like the song plugging chores, the merchandising tie-ups, getting to the schools, as we did by entertaining school paper editors at a dinner, which the lack of space prevents us from describing. It is safe to say however, that by the week before opening, everybody in our towns knew all about "GIDGET GOES HAWAIIAN" and its delightful new star, Deborah Walley.



YOUTH PARADE

A Convertible Coiffure

By REBA & BONNIE CHURCHILL

Here's a convertible coiffure that can be as changeable as the weather. Designed for Columbia Pictures' star, Deborah Walley, it boasts 1961's straight, smooth, and lifted look. Yet, it can be worn by long hairs or those with "cheek length" bobs. The "top secret" is the crown set, done on quarter-size rollers.

To provide shape and height to hair style, curlers are rolled in three directions, and placed directly behind draped bangs. Hair at center right is used as an "anchor spot" and twirled on two curlers away from forehead. It is flanked by four rollers (three on the left, one on the right) which are twirled under. Sides are rolled back from face; back is curled under.

Styling begins by back-combing hair from bangline to crown. For best results "tease fluff" tresses from scalp to end tips. Use a large comb to smooth top strands, so locks retain full — not flat — look. Deborah, who stars in "Gidget Goes Hawaiian," finds crown set goes well with everything from pony tail to cheek curls.

P.S. Do you measure up to Hollywood standards? See for yourself! Send for our new "check-up charts" featuring weight, proportions, and posture guides. Enclose 10c and a self-addressed, stamped envelope to "Youth Parade-Posture," in care of The St. Petersburg Times, P.O. Box 46-181, Hollywood 46, Calif.

SCHOOL BEAT

CHARLES

EDITOR'S NOTE: Each week the Teen to 20 Section will feature a School Beat column conducted by one of the Teen 20 staff correspondents from St. Petersburg senior high schools or colleges.

By CHARLES HAILE

ID THEY GO THROUGH WITH IT???

Did the SPHS Civilan-Civinettes who sponsored the dance last weekend really give away free geese at their now his-

ABOVE, a newspaper break that can be duplicated in almost any situation wherein the new star, Deborah Walley, is introduced to youthful film fans. BELOW, a natural tiein for the film is with a local TV dance show which attracts a young audience and is conducted by a popular disc jockey.



BELOW, this banner appeared at the top of a full page ad for the supermarket in question and called attention to the exciting contest that plays a big part in the national campaign for the future.



Texas Survey Shows Sharp Decline In Number Of Adult-Rated Features

DALLAS—A survey recently completed by the Texas Council of Motion Picture Organizations shows that only about half as many films of the "adults only" category have been screened and rated by the Texas Motion Picture Board of Review for the comparative period January to June 1960-1961.

The five month period in 1960 saw 37 adult classified pictures, compared to 20 for the same span of time this year. Kyle Rorex, executive director of Texas COMPO, said, "The waning trend of the adult ideology in movies is further exemplified by the fact that during the last five months, while there were 24 more pictures screened over the same period of last year, there were 17 less adult classifications."

The big decline is in the pictures distributed by the major American exchanges. Five of these distributors have not offered adult-rated film so far this season, while four have submitted only half as many adult-rated motion pictures as last year.

Foreign film, distributed by 10 independent companies in Texas, accounted for 55 per cent of all the adult tabbed 1961 product. Notably here was the large increase in the number of films screened from alien shores, and while there was only one more adult film than last year, there was a surprising number of movies rated in the family and young people category.

Percentage comparisons show that the adult classified picture represents 15 per cent of the

(*Continued on page 18*)

Film Exchange and Dealer Listing for the ATLANTA FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• *Film Distributors*

ALLIED ARTISTS, 186 Luckie St., N.W.—JA 2-3959
Br. & Sls. Mgr.: J. E. Hobbs. Soles: J. D. Compbell, George Cochrom. Booker: Pete Howell. Cashiers: Mory Dale, Soro Bowen. Emerg. Phone: Howell, PO 1-7195.

BUENA VISTA (Disney), Walton Bldg., 402 Walton St., N.W.—JA S-6457
District Mgr.: Ken Loird. Office Mgr.: Clyde Sompler. Booker: Joe Dumos. Emerg. Phone: DR 8-5101.

CAPITOL, 164 Walton St., N.W.—MU 8-9845
Pres.: W. M. Richordson. Vice-Pres.: C. H. Simpson. Sls. Mgr.: Jimmy Bello. Booker: Paul Stephens. Actg. Dept.: Groce Hommond. Emerg. Phone: JA 4-7168.

COLUMBIA, 195 Luckie St., N.W.—JA 1-1524
Br. Mgr.: Paul Horgett. Office Mgr.: J. P. Huggins. Soles: Robert B. Burns, Lomor McGority, Herbert W. Legg. Bookers: Wilma Pork, Forest Collins, Ernest A. Austin, Virginio Clifton. Coshier: Stella Poulnot. Emerg. Phone: Huggins, TR 6-3124. *(Southern Dist. Mgr. in residence: Bob Ingram)*

CONTINENTAL, 164 Walton St., N.W.—JA 3-3770
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Br. Mgr.: C. T. Jordon, Jr. Booker: Borboro Voyles. Cashier: Groce Porrott. Emerg. Phone: TR 5-6194.

KAY, 158 Walton St., N.W.—JA 4-0261
Pres.: Ike Kotz. Booker: Ray Edwards. Coshier: Bernice Hinton. Emerg. Phone: NE 6-2821.

METRO-GOLDWYN-MAYER, 198 Luckie St., N.W.—JA 3-2736
Br. Mgr.: W. W. Sherrill. Office Mgr.: Sam Perloff. Soles: Jim Corbett, J. L. Stanton, Ed Bendler. Bookers: Dick Johnson, Bob Bornett, Keneth Kurzoron, Dorothy Eller. Coshier: Illene Wotson. Emerg. Phone: DR 8-2836.

PARAMOUNT, 135 Cain St., N.W.—JA 3-1636
Br. Mgr.: Bob Hoines. Soles: Poul Morgon. Bookers: V. Hopkins, Jim Hill, Glenn Simonds, Wilbert Andre. Coshiers: Louis Cothey, Kote Lewis. Field Expl.: Lenord Allen. Emerg. Phone: GL 7-3626.
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TODDY, 148 Walton St., N.W.—MU 8-3117
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UNITED ARTISTS, 191 Walton St., N.W.—JA 2-6386
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NATIONAL THEATRE SUPPLY, 187 Walton St., N.W.—JA 4-8486 Emerg. Phone: TR 3-3887
SOUTHEASTERN THEATRE EQUIP., 203 Luckie St., N.W.—JA 3-0461 Emerg. Phone: Same.
WIL-KIN THEATRE SUPPLY, 150 Walton St., N.W.—JA 2-4613 Emerg. Phone: CE 3-6983

• *Screen Trailers*

NATIONAL SCREEN SERVICE, 173 Walton St., N.W.—JA 3-5881

• *Signs, Advertising and Printing*

DIXIE LITHOGRAPHING, 158 Walton St., N.W.—JA 3-5235
NATIONAL SCREEN SERVICE, 173 Walton St., N.W.—JA 3-5881
POSTER EXCHANGE, 163 Walton St., N.W.—JA 5-0935
SOUTHERN POSTER & PRINTING, 138 Houston St.,S.W.—MU 8-7733

• *Film Delivery Services*

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THEATRE SERVICE CO., 282 Hayden St., N.W.—JA 3-6972 Emerg. Phone: Some.

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15,000 In Seattle Enter Oscar Contest

SEATTLE—Approximately 15,000 Seattle Post-Intelligencer readers entered the Academy Awards Sweepstakes Contest, co-sponsored by the Post-Intelligencer and the Seattle-King County area theatres. This tremendous response of persons who tried to guess the 10 "Oscar" winners in the recent 33rd Annual Awards reflects the superlative job of newspaper advertising and publicity in cooperation with 35 local participating theatres.

Of particular significance was the overwhelming response to a one-time shot opportunity to participate in the contest. The ballot appeared only once, in one paper, and in one section, a special 10-page tabloid section containing paid advertising and news stories relating to the event. Among the advertisers were theatres, banks, restaurants, theatre equipment and supply companies, and taxi cabs. Others were electrical contractors, floor covering suppliers, sound and lighting equipment, refrigeration, plumbing, heating, fuel and metal companies, food suppliers (popcorn and candy specialties), janitor service and supplies, ticket and uniform companies, leather goods, parking and garages, engraving, and film delivery services.

First place winner was William G. Scalzo of Seattle, who received a gold engraved pass for himself and immediate family for one year to any of the 35 participating theatres. The next five winners were Bob Kurus, of Centralia; and Al Barrett, Herbert Larsen, Agnes Germer, and Wayne Morris, Jr., all of Seattle, who received gold engraved passes for one year for themselves and one guest.

Passes for the winners will be honored at these theatres: Admiral, American, Aurora Drive-In, Bel-vue, Blue Mouse, Broadway, Burien, Bay, Coliseum, Colonial, Columbia, Crest, Duwamish Drive-In, El Rancho Drive-In, 5th Avenue, Garden, Guild 45th, Kenmore Drive-In, Lake City, Lewis & Clark, Midway Drive-In, Magnolia, Music Box, Music Hall, Neptune, Northgate, Orpheum, Paramount, Ridgemont, Roosevelt, Roxy-Renton, Snow-King Drive-In, Sunset Drive-In, Uptown, and Varsity.

Viking Suit Creeps On

PHILADELPHIA—As the anti-trust suit of Harry Sley's Viking against the major distributors, Stanley Warner Management Corporation, William Goldman Theatres, and Fox Philadelphia Building, Inc., concluded its first month before Federal Judge John W. Lord and a jury, defense counsel continued their questioning of Jay Wren, general manager-vice president, Viking. Highlights were, in addition to endless discussion about bids, etc., a rehash of the "Universal Story" in which that film company sued the Viking for film rental.



LONDON Observations

by Jock MacGregor



WHO CAN CLAIM to be the world's most decorated showman? That is the question which arose at the Associated British Cinemas annual showmanship lunch. In naming Reg Helley, who has been promoted from the Regal, Wakefield, to the recently opened ABC at Sheffield, ABC's champion for 1960, assistant managing director Bill Cartlidge claimed that he is probably one of the most decorated managers in the history of the industry. It is an intriguing thought.

Not only did Reg establish a new record in the number of points which he received, but he is also winner of the ABC Minors Contest and district winner of the champion manager contest for 1960. "Apart from his personal triumph," Bill Cartlidge continued, "Reginald Helley is an inspiration to every manager on the circuit. In all departments of publicity, he has revealed himself to be an outstanding showman who, week by week, conducts first class campaigns, with the most telling effect." Runner-up was Ron Crabb of the Ritz, Nuneaton, who was placed second for the second consecutive year and is one of the most consistent publicists in the country.

"Today," Bill Cartlidge added, "possibly more than ever before, publicity plays a vital part in film exhibition. Publicity demands from every manager a combination of ingenuity, inspiration and sheer hard work. It covers many facets of activity, ranging from public relations to exploitation and advertising. Yet from experience it is one of the most stimulating activities in which any showman can engage."

C. J. Latta and Jack Goodlatte also addressed the gathering, paid testimony to the quality of the showmanship, and expressed the thoughts that the contest was a team effort which brought the best from all. Both Reg Helley and Ron Crabb are regular contributors to MPE's EXPLORATION section and are holders of the coveted Silver Citation for having had five campaigns published in one year.

KENNETH HARGREAVES of Columbia is going to have to install additional accounting machines to cope with the phenomenal business which "The Guns of Navarone" is chalking up—blasting might be a more apt descriptive. In its first four weeks at the Odeon, Leicester Square, it topped all previous achievements there with $112,000. Its fourth week's figures broke all records for a first week except its own. Now it is booming around the country in trial roadshow engagements playing only 13 or 14 performances weekly, against the three or four shows daily as would be the case with continuous performances. . . . Rank has reopened the Odeon, Bromley, South London, after a complete face lift which has given it an entirely new and modernistic look.

Jerrold Earnings Rise

PHILADELPHIA—Operating revenues of Jerrold Electronics Corporation for the fiscal year ending Feb. 28, 1961 totalled $11,935,899, a 42 per cent increase over fiscal 1959-60 revenues of $8,416,750 it was reported by Milton J. Shapp, president.

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Mirisch, UA Sign New 3-Year Production Pact

NEW YORK—The Mirisch Company and United Artists have signed a new three-year contract under which all Mirisch Company films will continue to be released exclusively by UA, it was announced by Harold J. Mirisch, president of the Mirisch Company, and Arthur B. Krim, president of United Artists.

The new contract goes into effect at the end of 1964, when the current agreement expires, and will continue through 1967.

Among the Mirisch productions which will go into release during 1961 are "West Side Story," "By Love Possessed," and "Town Without Pity."

Three Mirisch Company films are currently before the cameras. They are: Billy Wilder's "One, Two, Three," "Infamous," and "Pioneer Go Home!"

Future Mirisch productions include "Hawaii," to be produced and directed by Fred Zinnemann; "Irma La Douce," based on the stage hit, to be produced and directed by Billy Wilder and starring Jack Lemmon, Shirley MacLaine, and Charles Laughton; Lillian Hellman's stage success, "Toys in the Attic," starring Dean Martin; and "Two for the Seesaw," starring Shirley MacLaine.

Columbia Earnings Up

NEW YORK—A. Schneider, president, Columbia Pictures, announced that the consolidated earnings of the company for the nine months ended April 1, 1961, were $1,673,000 or $1.04 per common share. This compares with $534,000 or 25 cents per common share for the same period in 1960.

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Sherman Joins Reade

OAKHURST, N.J.—Al Sherman, film publicist, has joined the Walter Reade, Inc., organization to work on special promotions, it was announced by Sheldon Gunsberg, vice-president. Sherman, a veteran in film public relations and a specialist in art cinema operations and promotion, will work under the direction of Gunsberg on film projects currently in the planning stages.

Criterion Bow For "Guns"

NEW YORK—Carl Foreman's "The Guns Of Navarone," a Highroad presentation in CinemaScope and color, released by Columbia, will have a gala premiere, sponsored by the United Nations Committee of the City of New York, at the Criterion on June 22. The film will then be presented on June 23 at the Murray Hill and Criterion theatres on a continuous basis.



ATTENTION MANAGERS!

Please check your shows no later than 10:00 A.M. on Saturdays, Sundays and holidays.

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New Ill. Censor Bill Fails In Legislature

SPRINGFIELD, ILL.—A bill to censor motion pictures in Illinois failed by one vote to move past the State Senate executive committee.

Observers believe no further attempts will be made to bring the measure to floor vote.

Testifying against the bill was Arthur Goldberg, attorney for Balaban and Katz Corporation, who said the measure was patterned after a Pennsylvania law declared unconstitutional by the U.S. Supreme Court. He told the committee members that Illinois has a law forbidding the showing of obscene movies which provides imprisonment and fines for violators.

Several committee members expressed belief that present laws are adequate to control movie exhibitions.

Golden Sells "Trapp" Via Positive Approach

ALBANY—Gil Golden, assistant to 20th-Fox president Spyros Skouras, made a two-day visit here to promote "The Trapp Family," a German production now in release by Fox.

He criticized, at a meeting of area exhibitors the frequent failure of organizations opposed to certain other types of films, to support good family releases. He thought they should get behind the latter, when they are really entertaining.

Golden, who outlined a selling campaign for "The Trapp Family," asserted it belonged in the "entertaining" category. He said there was a long history of family pictures which did not attract the patronage they deserved. "Pollyanna" and "Sunrise at Campobello" were mentioned by him as two recent examples.

Highly articulate, Golden was well received by the exhibitors, who included representatives of Schine Circuit, Gloversville; Kallet Theatres, Oneida; and Albany-Troy-Schenectady members of the Fabian and Stanley Warner organizations.

In a long interview for Schine-owned WPTR (with studios and offices next to Fabian's Mohawk Drive-In, Golden expressed doubt as to the wisdom of "voluntary or involuntary" classification of pictures. He also advocated a "balanced" film presentation of life for teen-agers.

TEXAS

(Continued from page 16)

total number of films screened thus far this year against 35 per cent for the like period a year ago.

The percentage comparisons in the adult-mature young people classification remained about the same while films made for the young people and family trade jumped up considerably.

Last year's combined percentage for these latter categories was 41 per cent, while this year the total was 59 per cent.

"This appears to be an indication that many producers are forsaking the mature theme for the level of entertainment suitable for young people and the family," Rorex stated while discussing the survey with members of the Texas COMPO executive board.

Ratings are prescribed by a screening committee of 10 women representing major religious denominations. Group chairman is Mrs. Roderic B. Thomas.

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Pepsi-Popcorn Contest — *Page PE-8*

Egos As Star Salesmen — *Page PE-9*

Nace's New Kachina — *Page PE-10*

New Products — *Page PE-14*

PHYSICAL THEATRE • EXTRA PROFITS



KACHINA, Harry L. Nace Theatres' new Arizona showplace, seats 885 patrons in modern comfort. The theatre is located in Scottsdale, a city bordering Phoenix, and presents only first-run product. For Kachina picture story, see page PE-10.

Volume 16 Number 6
June 14, 1961

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.



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EDITORIAL

Incentives For Your Projectionists

Motion picture theatres afford a greater attraction at this time than ever before. More and better product now is available, and in these tension-filled times, the general public wants to be able to relax in their favorite motion picture theatre. But the total effect of the film cannot alone provide the public with entertainment that will make it return to your theatre. As a theatreman, it is your job to induce your patrons to return to your showplace by offering them top entertainment in a conducive and effective environment.

In order to do this, it is necessary first to learn what your patrons want and expect, and then to provide them with all that your budget will allow. This includes all facets of operation, from a well-stocked concessions counter to the best in projection and technically accurate reproduction of sound tracks.

Each part of your operation should be guided by an expert. The concessions counter should be managed with the most progressive and attractive campaigns, using the merchandising tools available. The projection booth should be managed by a qualified projectionist who understands all equipment and who can work most effectively with what you have.

But far too often the theatre manager or owner thinks that the man in the booth should be a magician. This is a grave mistake, for the projectionist can only work with what you give him. If he is given good equipment, the alert operator can give your patrons technically accurate reproduction of both sound and picture, but with inadequate materials, he can only hope for the best while expecting the worst.

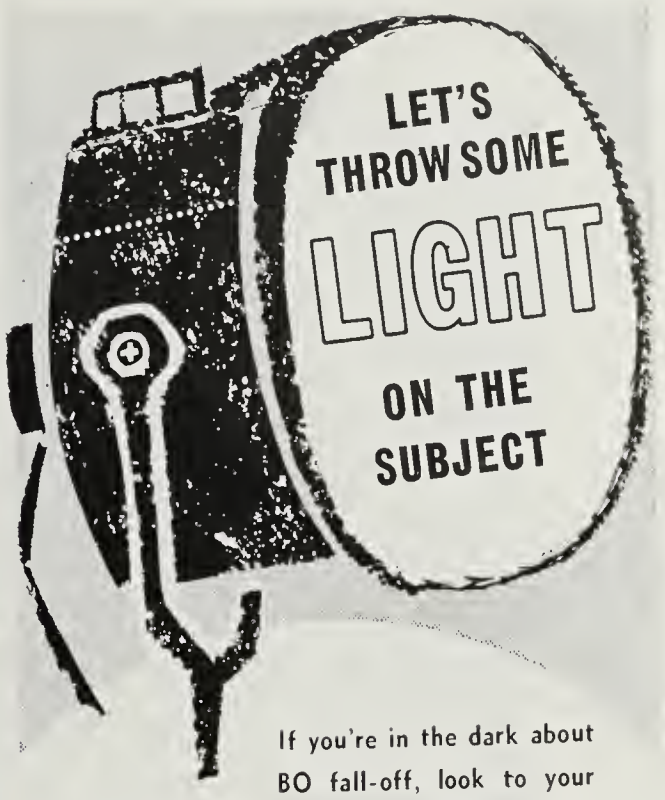
A number of leaders in our industry have recently recognized this fact and have suggested at conventions and local meetings that new or good refurbished equipment be placed in the booth to aid the projectionist. And theatremen have taken these suggestions. Census figures show that by the end of 1960, almost 200 theatres in this country have installed 70mm projection facilities, and a great number of theatres have also equipped with new 35mm projectors and new sound systems. But with more than 16,000 theatres in operation in 1960, the number is not nearly impressive enough.

What we need for better projection and sound is (1) maximum use of the newest available equipment and (2) affiliation with technical organizations which foster education and research to help our rapidly changing industry.

The second salient factor, that of affiliation with technical organizations, is something that should not be overlooked. Too many theatremen believe that they can survive competition from other entertainment media without growing themselves. They must realize that new equipment and methods of operation are recognized and readily accepted by the public, especially the younger generation of potential patrons.

It is necessary to keep abreast of latest developments, and to help your projectionist to help himself and your operation by surrounding him with the best. There can be no greater incentive.

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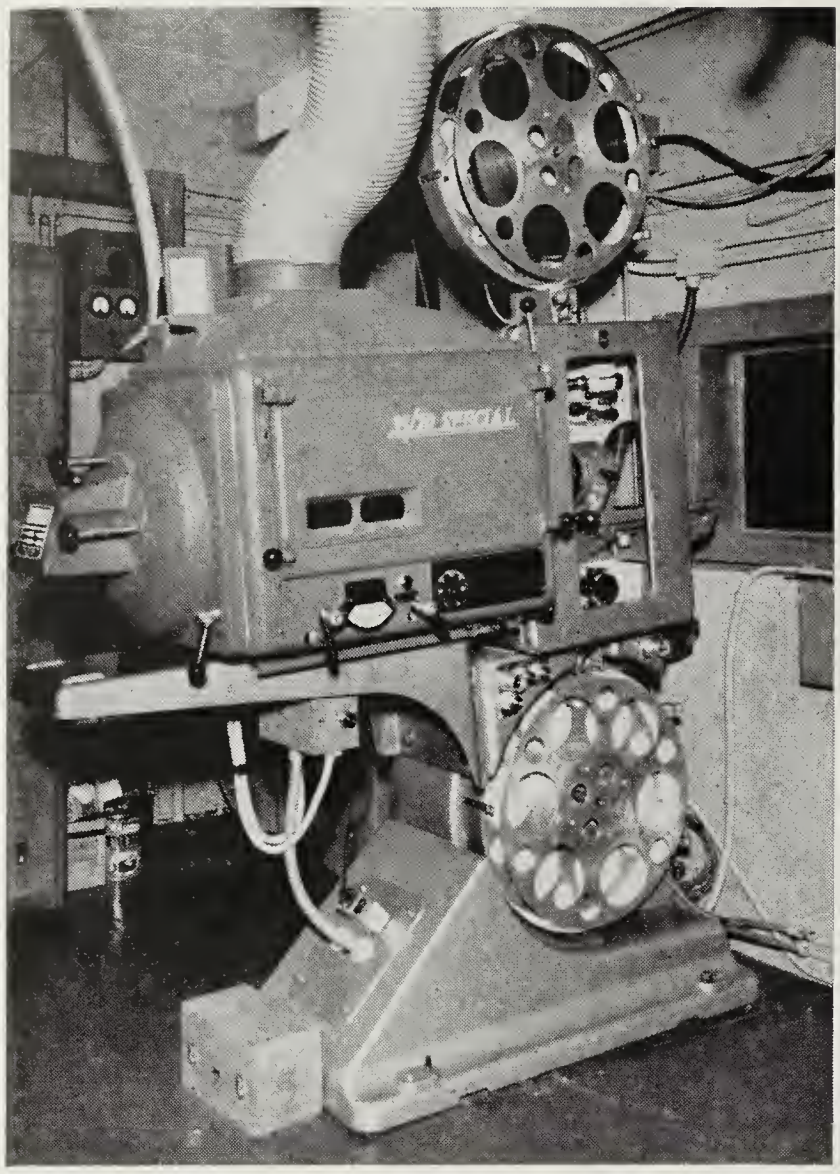
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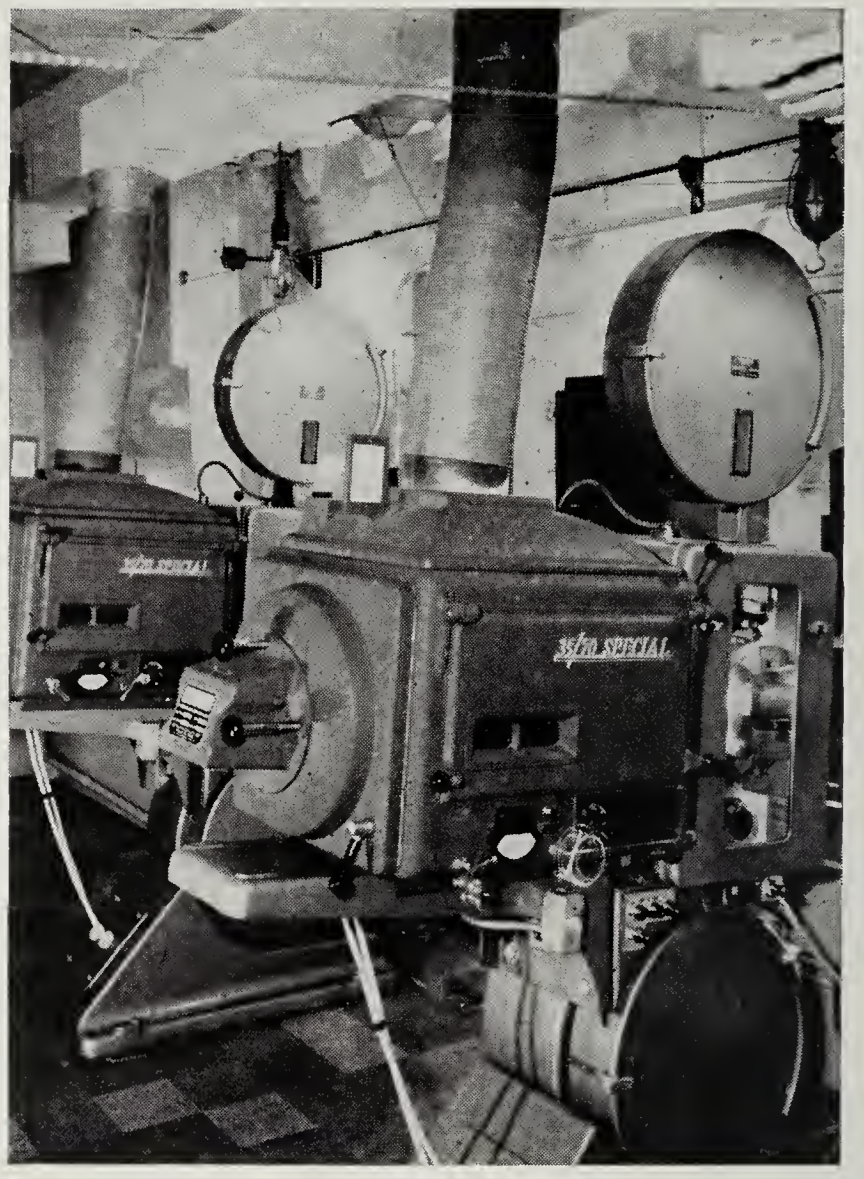
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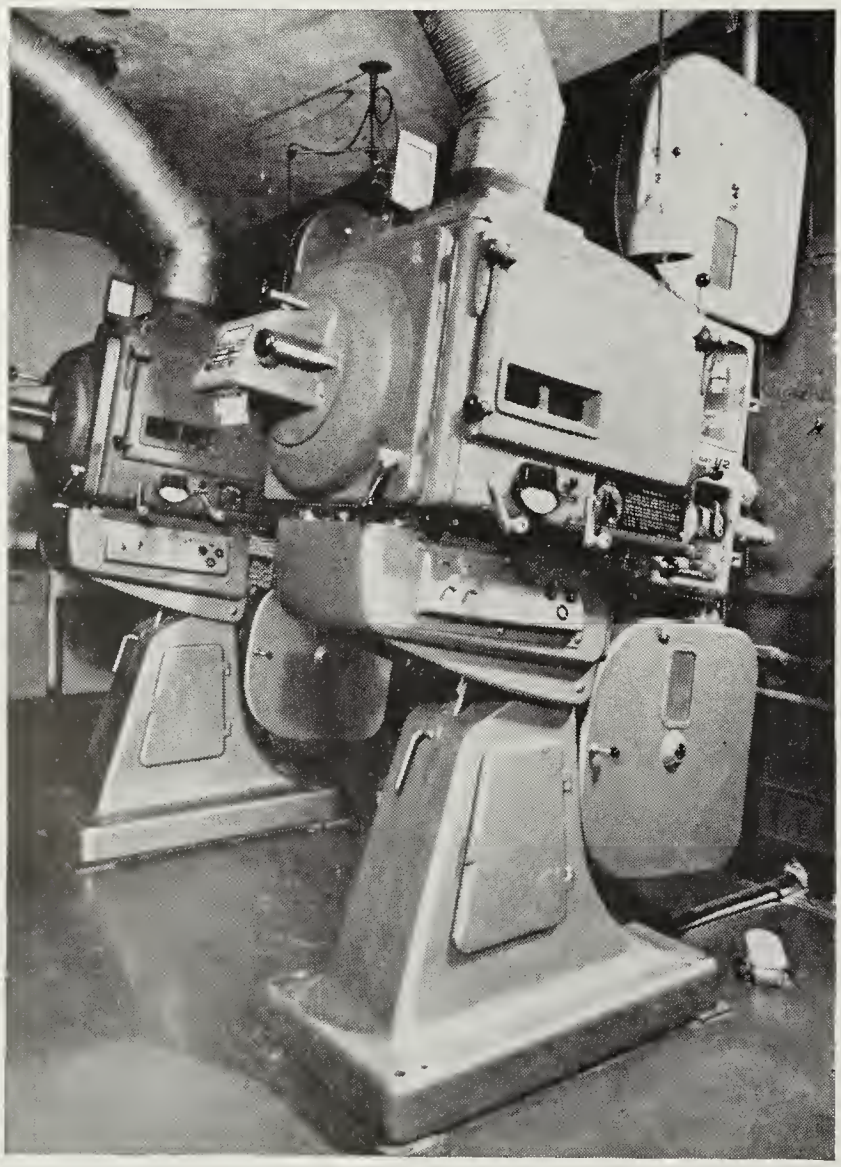
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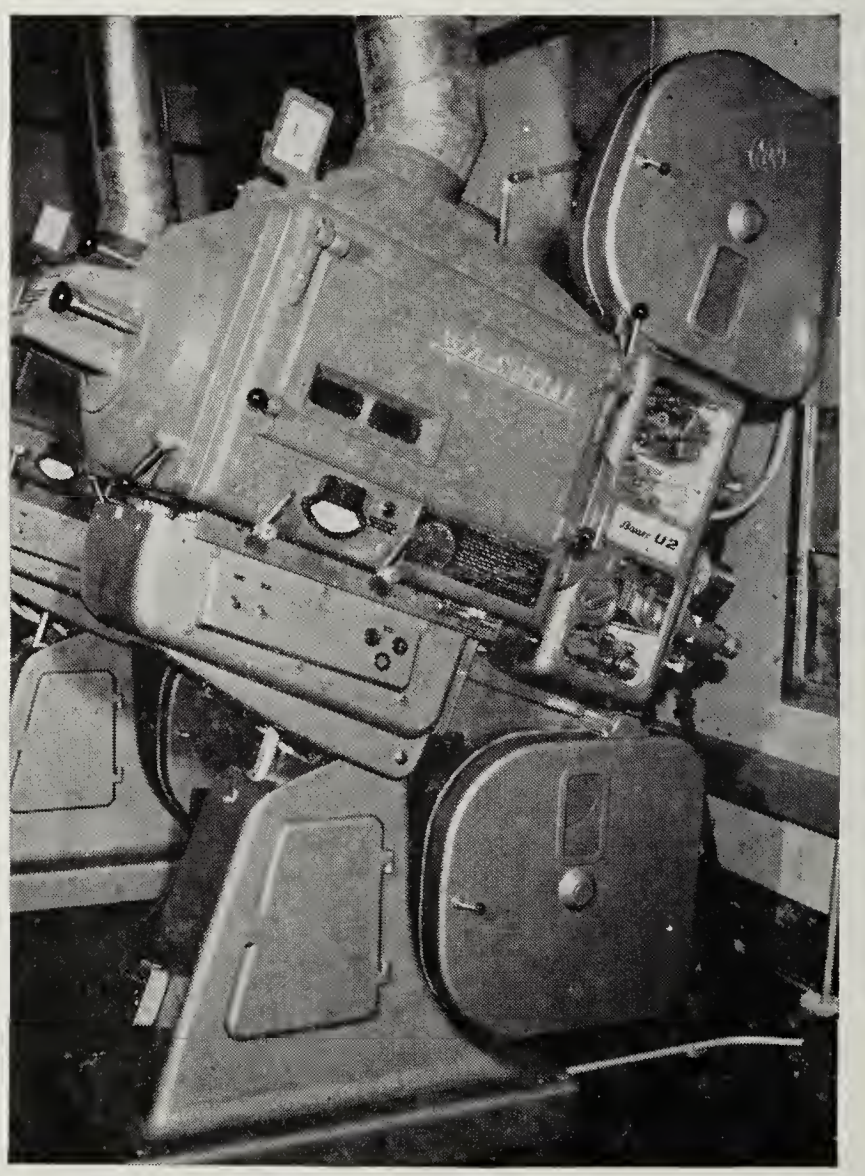
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ABOUT A CONVINCING DEMONSTRATION NOW

Davee Tells Importance Of Complete Patron Appeal

If I were to invite you into my home for an evening of relaxation and entertainment, my wife and I would be concerned about the impression we were going to make. We would greet you at the door and make sure that you were comfortably seated and that the lights did not bother your eyes. My wife would be concerned that the cooking odors from the evening meal were eliminated and that the ash trays were clean and fresh. We would be annoyed if the man next door decided to burn his leaves at about this time because we would not wish you to feel that we lived in that kind of a smelly neighborhood.

Potential Patrons Lost

Yet there are many theatres in these United States that potential customers will not go into. They are afraid, uncomfortable, annoyed and confused. They leave with a feeling of insecurity and are glad to get home where they are safe, where the air is fresh and clean and where peace and quiet can be enjoyed in comfort.

Larry Davee, author of this month's feature story, is president of the Theatre Equipment and Supply Manufacturers Association. Mr. Davee is also president of the Century Projector Corporation, a leading manufacturing organization in our industry. As president of TESMA, Mr. Davee tells us that his organization is devoted to maintaining the highest standards for equipment used by the motion picture industry. He also explains that affiliation with organizations devoted to bettering the industry is quite necessary in this time of rapid change. We of the Physical Theatre staff agree with Mr. Davee and urge all industry personnel to affiliate with appropriate technical organizations in order to better understand ever-present technical developments.

These are the customers who we wish would come back again tomorrow or next week but who have taken a secret vow never to go to that theatre again.

How are we going to get back this lost audience. One thing is certain; it does us no good to use TV as an alibi or, in fact, any competitor.

Psychology Important

First, we must know and have a full appreciation of our responsibilities as theatre owners, producers, distributors, and equipment manufacturers. Next we must study and know as much as possible about human psychology, what makes people buy, and how to entertain.

Next we must know the true meaning of picture (photographic rendition) quality, the true meaning of color, have a true knowledge of sound reproduction and know the true meaning of such terms as stereophonic, stereoscopic and multiple channel, optical and magnetic. It is not whether we like it. It is not whether we see the difference. Our task is to do the kind of a job that our customers will like and be willing to buy again and again.

Must Be Professional

The time has long since passed when movies are a novelty. Our new generation of customers have been brought up in homes where movies can be had by pushing a button or turning a knob. Many of these homes now have fine stereo sound. The real stereophonic sound that thrills even the most hardened non-believer.

We are professionals, we were always professionals, and now we must more than ever before, act and be professional. A professional is someone worthy of high standards or having much experience and great skill. This means that to fulfill our obligation to our customers we must do those things that make our theatres places where patrons come to enjoy the fruits of our application of the intricate meaning of the experience and skills which we have.

Essential Questions

There are many examples where the theatre is an indispensable part of the community; where men, women, and children come for their release from the hum drum of the everyday grind. I believe the following questions are the essential points that each and every theatre owner and manager must consider. Any one is worthy of serious study and thought and no one of them is unimportant.

1. Is your theatre clean, odorless, and free from undesirable pests?
2. Is the marquee simple, clean and attractive?
3. Is the lobby clean and sparkling and does it lend atmosphere to the show?
4. Is someone in attendance to greet your customers and make them feel welcome?
5. Are the seats sturdy, comfortable, and well spaced?
6. Is the lighting attractive and keyed to the atmosphere of the picture?
7. Is the screen proper in size, quality, and placement for best results?
8. Is the picture strong, of proper light intensity with good quality?
9. Is the sound full and vibrant and better than the best home reproducing systems?
10. Is the auditorium acoustically treated for best listening with a minimum of extraneous sound?

A review of these points, and there are others, will disclose that no one theatreman can truthfully say yes to all of them and very few can truthfully say yes to most of them.

TESMA (The Theatre Equipment & Supply Manufacturers Association) now has a program under way to assist the nation's theatremen for a fuller appreciation of the value of seriously studying the factors contributing to customer satisfaction, with individual help to the theatre owner where possible.

Lets face the facts—no one is going to return to your theatre if the experience is not pleasant, easy to take, and personally satisfying. It behooves all of us to cater to our customers without discrimination. It is not enough to cater only to our customers whims —we must also give them excellent service.

PHYSICAL THEATRE

Vol. 16, No. 6 June 14, 1961

Does Your Projectionist Have A Focusing Problem?

There's an old saying that the projectionist has the poorest seat in the house. In many ways, with the high-intensity lamp houses used today for wide-screen viewing, the projectionist also has the "hottest" seat in the house.

In fact, the focusing problems of wide-screen projection are caused basically by the increased intensity of the heat. Under the influence of the heat of the projector, the center of the frame expands—moving towards the light source and out of the position of best focus.

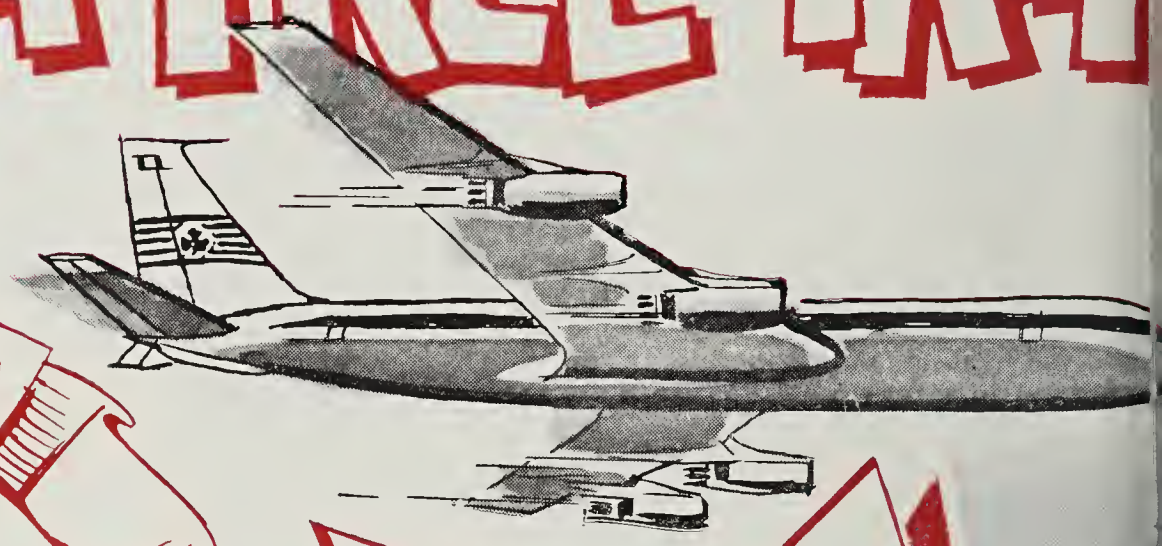
There are other factors that make focus adjustment more critical than ever before. For one thing, the wide-screen projectors have large apertures and use very short focal length lenses—which results in shallow depth of focus. Theatres used to have lamps with smaller apertures where the picture projected was a maximum of 30 to 40 feet wide. Now, even indoor theatres have screens that are almost 3 to 4 times the area of these former screens. Also, better taking lenses as well as projecting lenses are being used today, making a soft focus more obvious.

What can be done to help the projectionist with this problem of focus adjustment? There is some equipment that can assist importantly. Presently available and suitable for use in most projectors are cold (dichroic) mirrors—used instead of regular silver mirrors—which reduce heat and make the projectionists' job less demanding. Also, firms such as Eastman Kodak Company are constantly studying ways to improve film and projection equipment.

Regardless of improved equipment, however, there is no substitute for constant vigilance to bring about optimum performance. If the projectionist watches the screen with a focal aid, checking it several times during the showing of a 2,000-foot reel, the focusing problem will seldom get out of hand. Since binoculars have excellent light gathering power, they can be very effective. Wide-angle binoculars that permit a view of the entire screen at once are particularly good.

Remember, watchfulness and care in selecting equipment is sure to help the wide-screen projectionist get off his "hot seat."

WIN A FREE TRI

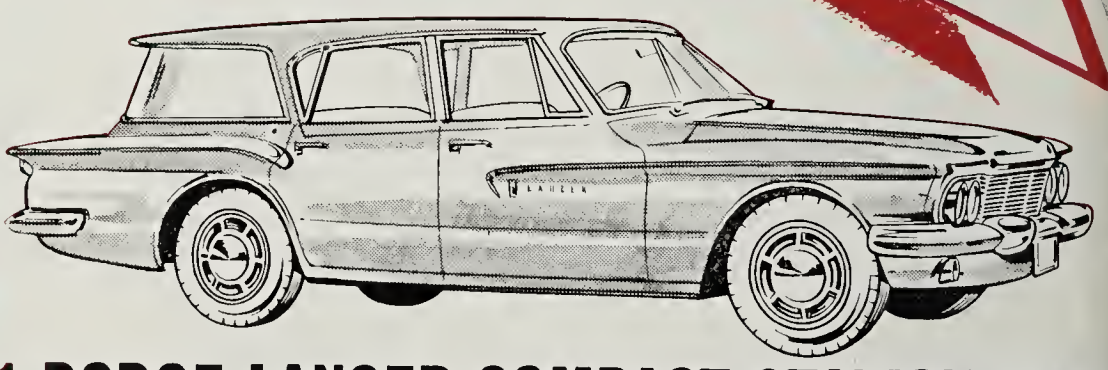


AWARDED BY PEPSI-COLA COMPANY

20 GREAT PRIZES

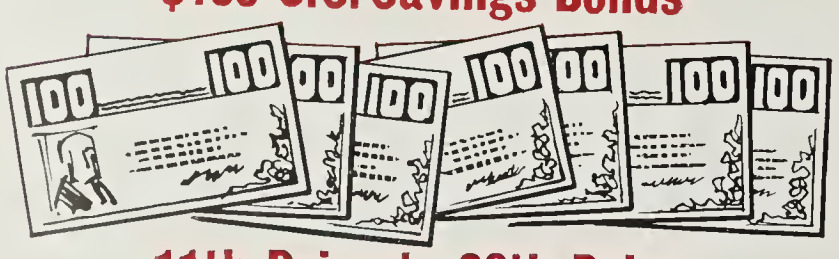
CONTEST OPEN TO ALL THEATER CONCESSION MANAGERS IN U.S. AND CANADA

2nd Prize

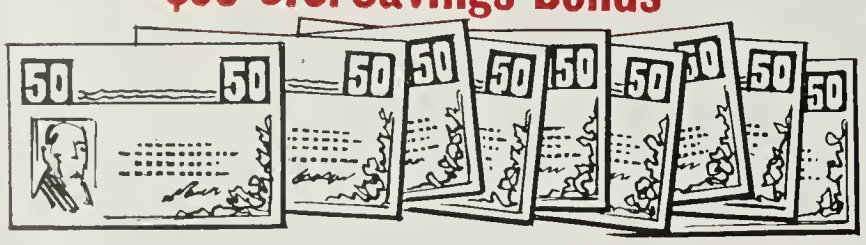


1961 DODGE LANCER COMPACT STATION WAGO

3rd Prize to 10th Prize
$100 U.S. Savings Bonds



11th Prize to 20th Prize
$50 U.S. Savings Bonds



PRIZES!

Here it is—the FIR PRIZE! Win a fabulc round-trip flight for t from New York to Europe and back on famed Ir International Airlines, the Friendly Jet Airline. You first-class Golden Shamrock Service—the ultimate elegant travel—to Dublin, Paris, Zurich and Rome. addition to the flight of your life, you will receive $5 in cash to help make your dream of seeing Euro come true! The trip may be taken any time up to D cember 31, 1962.

TO EUROPE FOR TWO!

VIA IRISH INTERNATIONAL AIRLINES



Promote July as "PEPSI 'N POPCORN MONTH"

Here's all you do to WIN!

1. Put together an effective, hard-selling concession promotion for July Is "Pepsi 'n Popcorn Month." Make your whole city aware of it, merchandise it to the full—and you'll sell **both** related items **big** when July Is "Pepsi 'n Popcorn Month" in your theater!

2. Make up a scrapbook or folder of your promotion campaign. Include everything connected with your "Pepsi 'n Popcorn" promotion—photographs, ads, other material used or received. Write it up, telling how you put your whole profit-building promotion together. Don't worry about neatness—it doesn't count. Make your scrapbook big or small, uncluttered or jammed—but **make it!**

3. Send your scrapbook to:

National Association of Concessionaires
201 North Wells Street, Suite 818
Chicago 6, Illinois

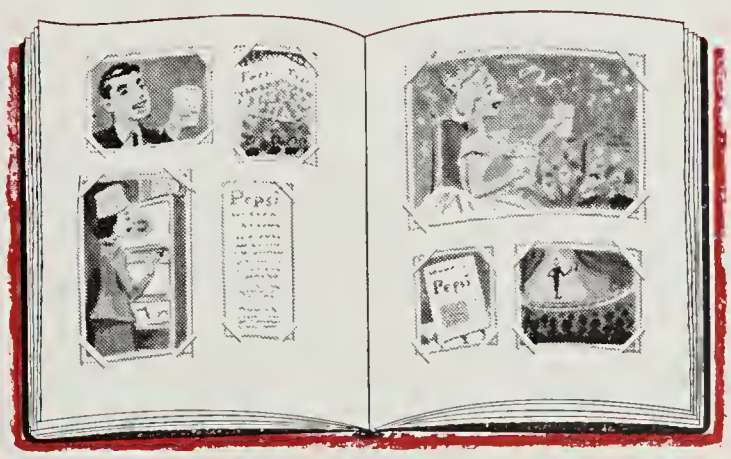
Entries must be in by September 1, 1961.

JUDGES

1. Russell Fifer, Executive Director
National Association of Concessionaires.

2. James McHugh, Editor
Amusement Business Weekly.

3. William Smith, President
Popcorn Institute.



KEEP A SCRAP-BOOK OF YOUR PROMOTION —IT'S YOUR CONTEST ENTRY BLANK!

PEPSI-COLA®

EXTRA PROFITS

Devoted exclusively to refreshment operations at indoor and drive-in theaters, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

Lee Lapensohn, Editor

June 14, 1961

July Pepsi-Popcorn Contest

The month of July has always been successful in the concessions business. Patrons usually buy large quantities of both popcorn and soft drinks. Drive-in concession counter sales account for a great deal of this business, and enterprising conventional theatremen also find that patrons are eager to buy these all-time favorites.



CONTEST PRIZES

First: Trip to Europe for two via Irish Airlines.
Second: 1961 Dodge Lancer compact station wagon.
Third—Tenth: $100 U. S. Savings Bonds.
Eleventh—Twentieth: $50 U. S. Savings Bonds.

The Pepsi-Cola Company, with full recognition of the tremendous potential concerning these sales, has offered the alert and enterprising theatremen of the United States and Canada a wonderful opportunity to greatly increase sales of these two items, as well as get the chance to win 20 excellent prizes.

Designating July as Pepsi and Popcorn Month, Pepsi-Cola is sponsoring a contest to feature these two items, and the winner will get a free trip to Europe, with 19 other prizes going to other promotion-conscious theatremen.

Called Profits-A-Poppin, the contest was planned to help the theatremen sell popcorn and Pepsi as a natural tie-in, with Pepsi bottlers joining in the fun to help the concessionaire increase his profits. Point-of-purchase display material is available and original and clever promotional material also may be used in the contest.

Norman Wasser, manager of national sales for Pepsi-Cola, explained that all theatremen can enter the contest, and that each contestant, no matter what the size of his theatre or his volume of business, has an equal chance to win. Wesser stated that the requirements for entry are relatively simple. He said that there are five main points to consider. They are:

1. Planning an effective, hard-selling Pepsi and popcorn promotion.

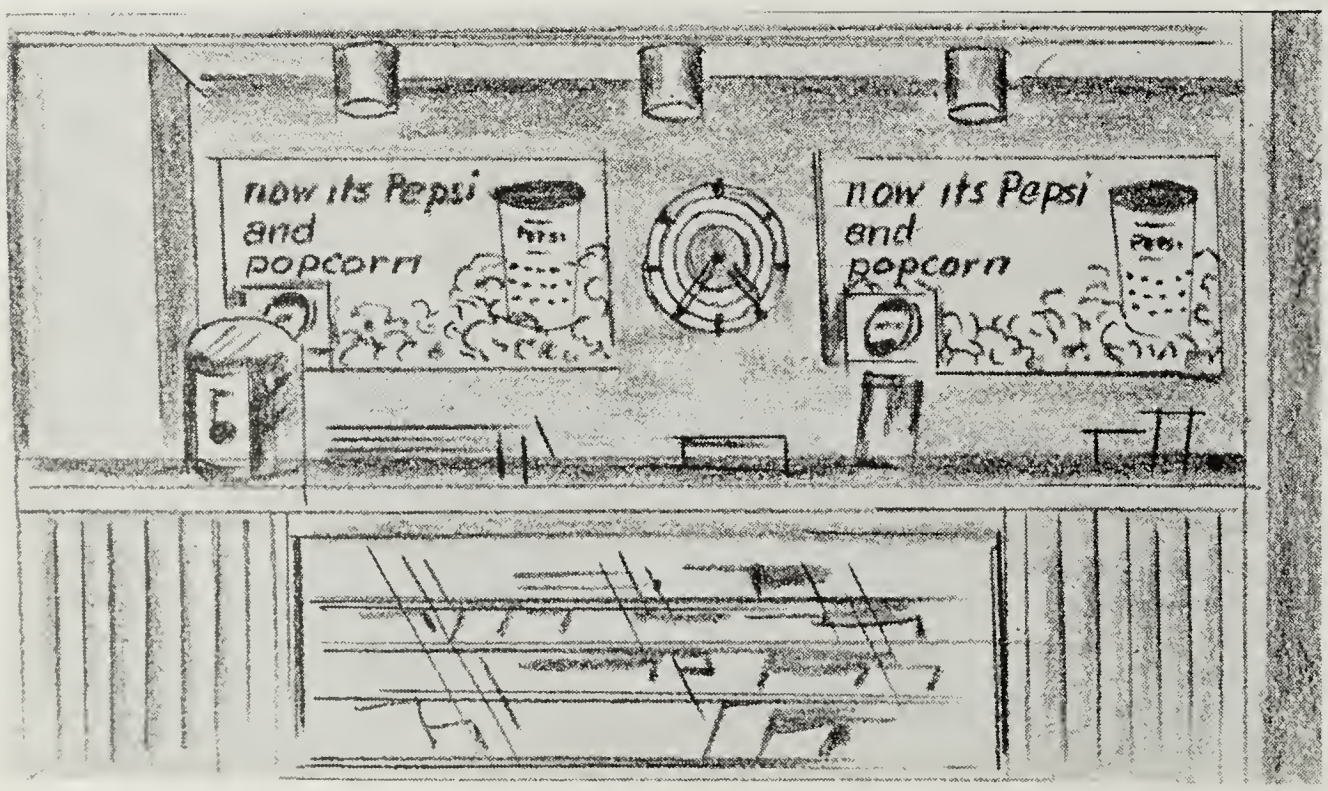
2. Making a scrapbook or folder of the promotional campaign that will include everything connected with the campaign. This will include photographs, ads, and all other promotion material either used or received. This scrapbook should be accompanied by a brief story telling how the profit-building promotion was planned and carried out.

3. Neatness and/or formal presentation do not count. What does count, Wasser explained, is the quality and originality of the promotion. The scrapbook is each concessionaire's entry blank.

Mail Scrapbooks To:

National Association of Concessionaires
201 North Wells Street—Suite 818
Chicago 6, Illinois

All entries must be received no later than September 1, 1961.



CONTEST JUDGES

Russell Fifer
Executive Director
National Association of Concessionaires

James McHugh
Editor
Amusement Business Weekly

William Smith
President
Popcorn Institute

4. Scrapbooks should be mailed to the National Association of Concessionaires and no other forms or entry blanks are necessary.

5. Entries must be received no later than September 1, 1961.

This contest provides an excellent opportunity for theatremen to gain Extra Profits, as well as win some prizes. Enter the contest and see how your sales increase. Remember, Pepsi and popcorn are a natural top-selling combination.

EXTRA PROFIT TIPS

This is the sixth installment of a series featuring important comments made by Industry leaders at various trade organization meetings and conventions. Although the following comments do not necessarily reflect the views of this department, it is hoped that these provocative statements will give theatremen new insight to gain greater EXTRA PROFITS.—Ed.

Egos As Star Salesmen

By "FLIP" FOLLON
SELMIX DISPENSERS
NAC REGIONAL, NEW YORK

"The purpose of any concession stand is profit. The amount of profit has to be predicated on, and by, the total unit sale of related food and beverage items to each customer. The percentage of beverage sales versus the food items varies in from 20 percent to 60 percent of the total sales and carry an approximate gross profit of 80 percent of whatever volume they produce. This clearly points up the fact that the sale of post mix beverages must be promoted to the utmost.

"The percentage of profit on a post mix cold drink remains approximately the same regardless of method of vending, either manually or automatically, assuming the location owns his own equipment in both cases. Therefore, the amount of profit is in direct proportion to the size of the drink served.

"Drinks of one size are not always preferred by all people. We are all inclined to be gluttonous rather than restrained in our habits, we eat too much, and we drink too much, and generally pursue these pleasures of life to excess. It is the American way of life. Your operation demands the serving of an ice cold post mix beverage in various sizes, one for each individual customer's capacity, whether this capacity be determined by the size of his stomach, or the size of his ego.

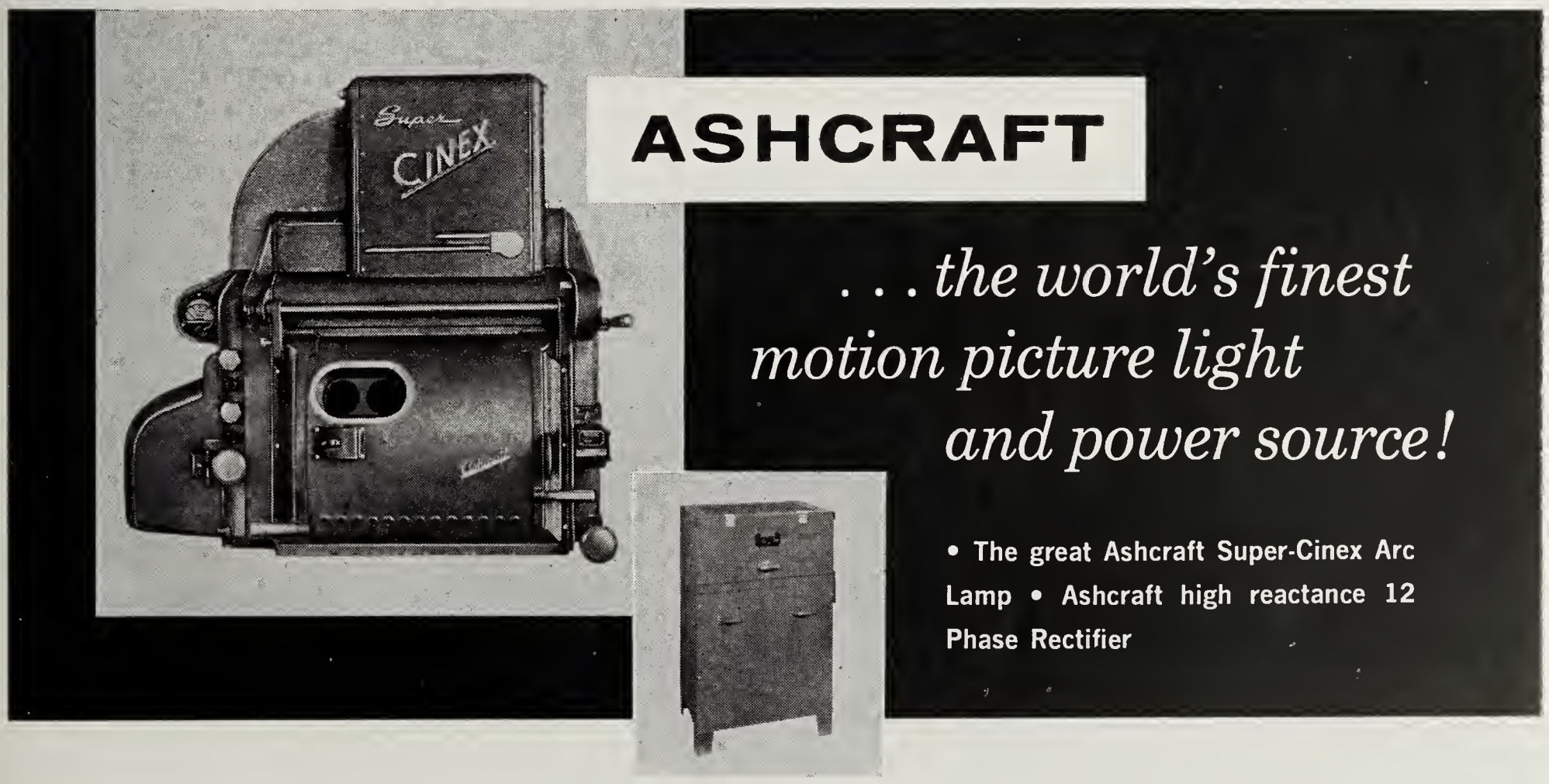
"Here is where the manual operation becomes mandatory. The stand attendant must help the customer determine that he is enjoying himself to the fullest, even if it is the speaking of one word only. 'Large,' 'giant,' or 'jumbo' because in so doing, you suggest by innuendo that if he took the small drink he might not be living life 'the most.' You have to serve and administer not only to his stomach, as in the old days, but now, more importantly you must administer to his ego as well.

"Did you ever see a man demonstrate his ego in front of a vending machine? No, of course not. You may have even noticed an air of dejection or defeatism about him and a kind of a 'Oh well, what can you do, so I was thirsty.' Now, watch this same man, whether he be with family or friends, make the same purchase at an attended concession stand. He will insist on the largest and the best. He will give forth with that ego. He wants it known, if only to the attendant, that the best and the biggest is barely good enough for my people. This is more so if there is a crowd and others have to wait for this man to be served. Now, I don't mean to infer that all our customers are smart alecs. They are merely egotists with their ego showing. Not only have his stomach and his ego been satisfied, but also you have provided him with a few enjoyable egotistical moments in which he has unknowingly acted as your star salesman. He, by himself, has bought more than you could aggressively hope to sell him.

"It is at this point that I wish to bring out the tremendous importance of clean, attractively attired and well groomed attendants. Nothing will kill your customer's ego as quickly as a dirty apron or uniform, greasy hands or messy hair. In fact, his ego will go into hiding and the few meager purchases he may make will be bought with an apologetic glance at his guests and an assurance they will stop somewhere on the way home for additional refreshment.

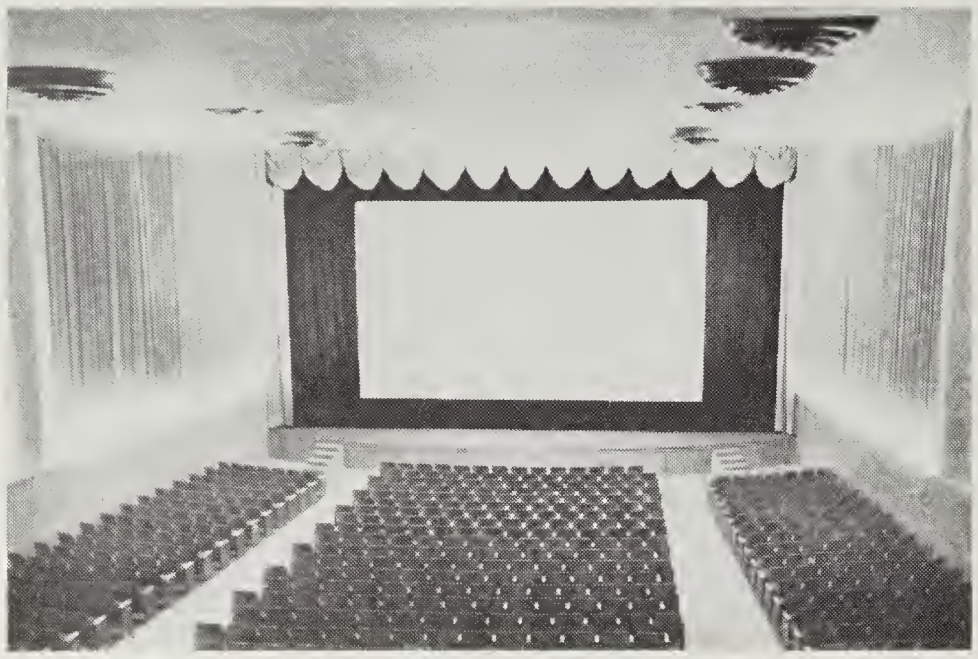
"One of our members, Eddie Redstone, Northeast Drive-In Theatres, Boston, was probably the first to recognize the importance of the customer's ego in good merchandising of cold drinks. Years ago, the one size drink was served; a six or seven ounce drink. Then certain operators offered the 'large' drink in conjunction with the small. In a short time, the large sold equally as well or better than the small. It was then that Mr. Redstone eliminated the small and served only the 'large' and the 'king sized' drink. The 'king size' being a 20 ounce drink. The large a 14 ounce.

"It was then that Eddie decided to put this same customer's ego to work for him as his star salesman. He displayed only the 20 ounce 'regular' size drink and made the customer ask for and wait for the small 14 ounce drink. Again, this customer's ego was his greatest ally and it sold more drinks than the attendants did."



■ ASHCRAFT Super-Cinex projection lamps and ASHCRAFT 12 phase high reactance rectifiers are the world's finest and most widely used light and power source for professional motion picture projection. ■ This distinction has been earned because ASHCRAFT equipment is designed and built to surpass the demanding standards of the theatre owners and projectionists the world over. ■ When you consider ASHCRAFT arc lamps and rectifiers for your theatre, you can be assured there is no finer, more dependable source of light and power available . . . anywhere.

C. S. ASHCRAFT
MANUFACTURING CO., INC.
36-32 38th STREET LONG ISLAND CITY 1, N.Y.





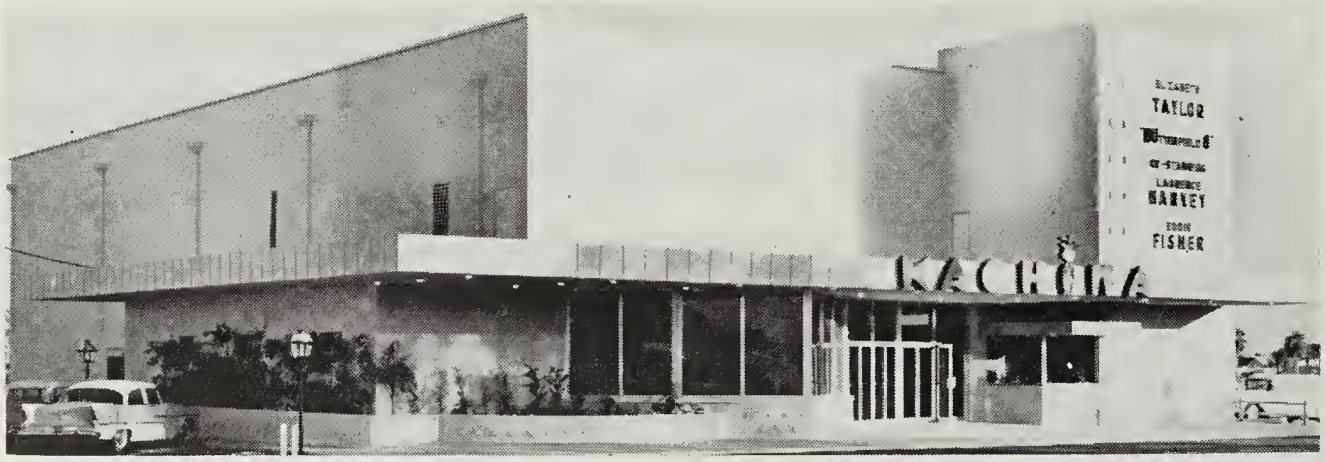
Nace's New Arizona Kachina

One of the newest and most attractive theatres in the country is the conventional Kachina which opened with great success in Scottsdale, a well-to-do suburb of Phoenix, Arizona. Owned and operated by Harry L. Nace Theatres, this new theatre incorporates outstanding design with modern equipment and furnishings.

ARCHITECT PARRISH

Architect Ray Parrish of Scottsdale designed the building for maximum patron appeal and equally high management efficiency. The Kachina is compact and pleasing and gives this suburb a top showplace for top entertainment.

The theatre, which is located in a middle and higher income incorporated city, presents only first-run Phoenix-area product, using both hard and soft sell ticket policy as the occasion warrants.



TEST-PREVIEW

MGM recently chose the Kachina to test-preview their "King Of Kings" in 70mm, and Joseph Vogel, MGM president, personally attended the preview performance. Nace management claims that this test was such a great success that many more test-previews are expected in the not too distant future.

The theatre, which is completely air conditioned by Westinghouse, was built by the E. L. Farmer Construction Co. of Phoenix, and includes some of the newest and best projection and sound equipment. Projectors are Philips Norelco Universal 70/35mm with Ashcraft Super-Cinex arc lamps. Lenses are Bausch & Lomb and Panavision. Rewinds are Newmade, Goldberg.

885 CAPACITY

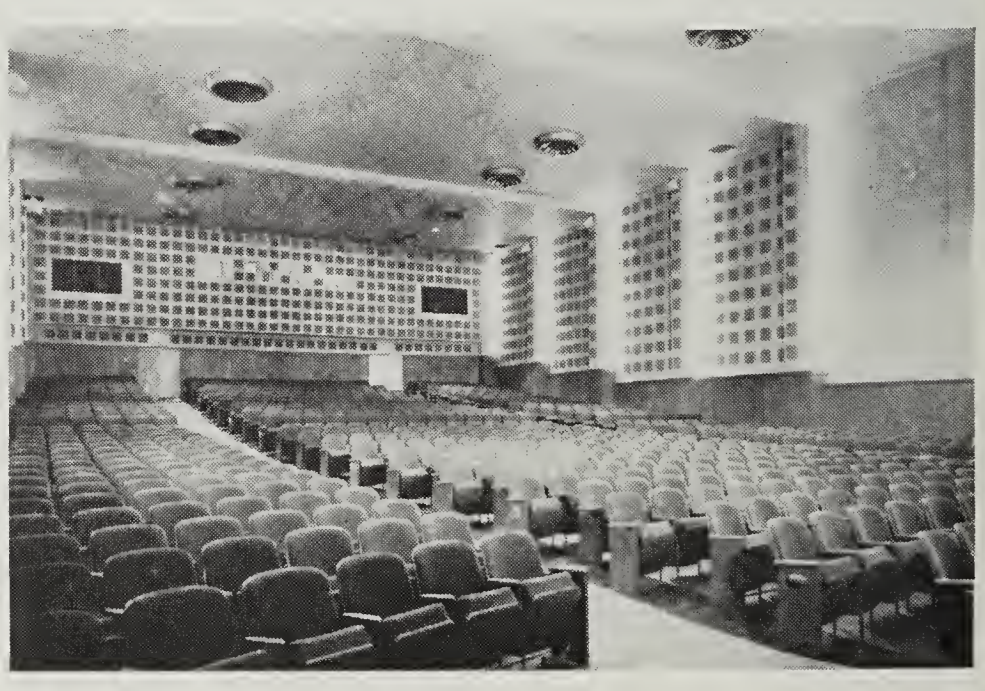
Relaxing in plush Heywood-Wakefield chairs, a capacity of 885 patrons can view the best attractions on a 52 by 26 feet Stewart-Trans-Lux screen. The 331 Heywood Wakefield loge rocking chairs each contain an airplane-type ashtray built into the arm, and smoking is permitted at all times in this section. To keep the air in this section constantly fresh, 15 extra tons of refrigeration were installed. Loge seats are set on 44 inch centers, providing extra comfort. There are also 504 general Encore seats, which are set on 36 inch centers.

The Kachina screen is framed with automatic aluminum masking. Front drapery, a waterfall curtain, is 60 feet wide and is hammered satin with matching side legs. The curtain has 75 per cent fullness. Stage equipment and decoration was done by B. F. Shearer of Los Angeles.

NEW DESIGN

The attractive auditorium walls and part of the ceiling are faced with decorative Geocoustic cellular acoustical units made of glass wool. Also used to eliminate extraneous sounds are the thick carpets made especially for the Kachina by Karagheusian. The carpets have the exclusive Kachina doll design on them, and are laid throughout the entire theatre. The new Kachina is an excellent example of a modern, well-planned theatre. And it is another example of continued faith in a great industry.





NEWS NOTICES

Alden Named Staff Engineer

Alex E. Alden has been appointed Staff Engineer of the Society of Motion Picture and Television Engineers, announced SMPTE executive secretary Charles S. Stodter. Alden will replace J. Howard Schumacher.

Prior to this appointment, Alden was associated with 20th Century-Fox for 15 years. As a research engineer in the Division of Research and Development, he was engaged in the design and development of special optical and mechanical equipment for use in the motion picture studio and laboratory, under the guidance of the well-known motion picture pioneer, Earl Sponable. Alden is a holder of many optical patents in relation to new concepts in motion picture reproduction.

ABC Vending Holders Vote To Split Their Stock

ABC Vending Corporation submitted a proposal at the annual meeting of shareholders to split its common stock two for one, announced Benjamin Sherman, Chairman of the Board. Approval was given.

Sherman also stated that the Board of Directors is considering revising its dividend policy to provide for an increased dividend return on the resulting number of shares outstanding. In 1960, the company paid a dividend of $1 per share with regular quarterly payments of 25 cents and declared a year end extra of two per cent in stock.

Mason Elected Exec. V-P

David D. Mason, former president of Link Aviation division of General Precision Equipment Corporation, was elected executive vice president of National Rejectors, Inc., according to an announcement by John L. Wilson, president of the company.

GP Earnings, Dividends Up

General Precision, a division of Litton Industries, reported that net income for the first quarter of 1961 equalled 87 cents per share of common stock at the annual stockholders meeting in April. This figure represents a 12.9 per cent increase over net income of 77 cents per share for the 1960 first quarter period.

Net income for the quarter was $1,333,239 compared with $1,224,132 in the first quarter of 1960. Sales for the first three months ending March 31, 1961 were $62,896,867 or 13.2 per cent higher than sales of $55,656,921 for the corresponding 1960 period.

Actions taken at the annual meeting included the reelection of the Board of Directors and approval by the holders of preferred stock for the issue of long-term debt.

Matthews Elected V-P To Fill Thompson's Term

Glenn E. Matthews of Eastman Kodak Company was elected editorial vice president of the Society of Motion Picture and Television Engineers to fill the two-year term left vacant by the death of Lloyd Thompson. Announcement of the action by the SMPTE Board of Governors was made by the Society's president, John W. Servies.

Matthews, a Fellow Member of SMPTE, has been associated with Eastman's research laboratories, where he has worked as a research chemist and technical editor since 1926. A graduate of the University of Minnesota, he was editorial vice president of the SMPTE during 1957-60.

Myers Named Chairman For Trade Show Exhibits

Van Myers, vice president and director of Wometco Enterprises, Inc., has been named exhibit chairman for the forthcoming Motion Picture and Concessions Industries Trade Show to take place at The Roosevelt, New Orleans, Oct. 8-11. The event is being co-sponsored by the National Association of Concessionaires and the Theatre Owners of America. This announcement was made by Augie J. Schmitt, NAC's executive vice president and general convention chairman.

Du Pont, Bell & Howell To Enter Amateur Market

Du Pont, manufacturers of commercial photographic equipment for more than 30 years, will enter the amateur film field with the Bell & Howell Company. An agreement between Bell & Howell and Du Pont to manufacture and market color film for home movie and 35mm still-pictures has been reached. Distribution is expected to begin in 1962.

Du Pont research has lead to the development of Cronar polyester photographic film base and Dycril photopolymer printing plates. The company also makes motion picture film for professional uses.

Bell & Howell manufactures photographic equipment and business machines, and is one of the world's leading manufacturers of 8mm cameras and projectors for the consumer market.

Morris To Head Coan Mfg.

Robert Morris was recently named president of the Coan Manufacturing Company, following the death of J. W. Coan, founder.

Morris, who has been associated with the company for more than 20 years, was formerly vice president and sales manager. During Coan's long illness, Morris guided the company's operations.

In conjunction with his election, the new president announced the appointments of A. A. Pickerts as secretary-treasurer and John Bennett as national sales director.

William Durkee Promoted To Senior Vice President

William C. Durkee has been promoted to senior vice president of Pepsi-Cola Company. Durkee remains in charge of the company's marketing division.

In making the announcement, Herbert L. Barnet, Pepsi-Cola president, said, "Pepsi-Cola's business is the business of marketing. This appointment is made in recognition of the widespread scope of Durkee's responsibilities and the fact that 14 vice presidents report on their activities to him.

"As head of the marketing division, Durkee is responsible for all functions and personnel concerned with the manufacture and sale of Pepsi-Cola Company products through its nation-wide bottler organization."

Durkee has been marketing vice president since 1958. From 1955 to 1958 he was vice president and manager of the Company's central division with headquarters in Chicago.

All of Durkee's business experience has been in the soft drink field. During his career he has handled every possible post within the beverage industry, including bottling plant operations, plant management, and regional managerial positions.

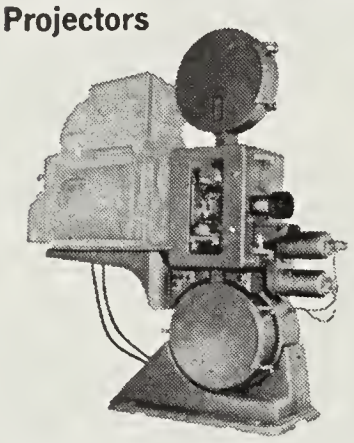


Question

When is a Drive-in truly modern?

Answer

When it is equipped with NORELCO Universal 70/35mm Projectors



Let's put it this way. If you're going to invest in equipment for a new or existing drive-in, shouldn't you protect your investment by choosing equipment that will be up-to-date now and in the years ahead?

The difference between 35mm and 70mm projection is especially apparent at drive-in theatres where huge screens and great distances make it essential to get the maximum amount of light. The NORELCO 70mm aperture is larger... allowing 3 or 4 times as much light to pass through. 70mm images are only blown up a fraction as much... providing a far sharper image. And conversions from 70mm to 35mm take less than 4 minutes on the NORELCO.

With today's great attractions being released in 70mm and with more and more productions planned for this sized print... the time is not far off when having 70mm equipment is an economic must! Your favorite theatre supply dealer can give you all the facts about NORELCO Universal 70/35mm Projectors... the time-tested and proven 70/35 that's used in more theatres than all other makes combined!

See your favorite theatre supply dealer today.

Write for new descriptive brochure

Norelco®

UNIVERSAL 70/35mm PROJECTORS

NORTH AMERICAN PHILIPS CO., INC.
Motion Picture Equipment Division
100 E. 42 St., New York 17 • OX 7-3600

National Rejectors Opens Three New District Offices

To provide greater service to the company's customers, both manufacturers and operators, National Rejectors, Inc., established three district sales and service offices across the country.

NRI, a subsidiary of the Universal Match Corporation, is the developer of the revolutionary currency-handling mechanism that



Appointed district sales managers under a district office system established by National Rejectors, Inc., a subsidiary of the Universal Match Corporation, are (from left to right): Vance Popelka; Clarence W. Cukor, and Russ Penly. At right is Arthur Hauser, general sales manager of NRI. The trio supervises sales and service activities—Popelka heading the western district, Cukor in the central district and Canada, and Penly in charge of the eastern district.

has opened vast new potential operations for the vending industry. The company is the leader in the development and manufacture of coin devices and equipment for vending machines.

Under the organizational alignment, the NRI district headquarters—located in Detroit, Atlanta, and San Francisco—supervise the operations of the company's various branches in their respective districts. A. A. Houser, NRI general sales manager, explained. At the same time, as a primary function, they serve as a direct service agency to NRI's manufacturer customers.

Directing activities of the three offices in the posts of district sales managers are: Russ Penly, eastern district; Clarence W. Cuker, central district, and Vance Popelka, western district. They are in charge of service and equipment and sales, both for manufacturing cutsomers and operators, in areas in which they oversee. All three district managers are veterans of long service with NRI in various capacities.

Natl. Carbon Names Granger

National Carbon Company, a division of Union Carbide Corporation, announced the appointment of Laurence F. Granger as advertising manager. Granger has been in public relations with Union Carbide for more than 20 years.

Lighting Guide Available

A new booklet on sign lighting is now available from the Westinghouse Electric Corporation. The four-page publication tells the advantages of lighting signs with fluorescent luminaires.

SMPTE Publishes New Book

The Society of Motion Picture and Television Engineers announced publication of a 181-page book, "Control Techniques in Film Processing." The book, which contains 73 illustrations, is designed for persons engaged in film processing. Copies are available.

Universal Match, Controls Join To Market Vendaticket

A production program covering 2,000 automatic currency acceptance and change making devices for use in a wide variety of self-service ticket vending machines, was announced jointly by John L. Wilson, president, Universal Match Corp., and M. Mac Schwebel, president, Universal Controls, Inc.

"As the result of a survey completed jointly by Universal Match and Universal Controls," they said, "it is anticipated that a minimum of 2,000 vending devices should be put into use by Universal Controls through lease during 1961."

Wilson stated that "so great is our confidence in the immediate future of the application of Vendaticket for theatres and other uses, that these components are being produced for incorporation into devices for immediate installations and as they are needed."

Other uses will be by Universal Controls' American Totalisator division in its self-service pari-mutuel wagering machines.

Vendaticket has been accepted for installation in a first run house of a leading theatre chain. In addition to this application, Vendaticket is now being further developed for use in the sale of bus and railroad tickets, admissions to stadiums, recreation parks, and the sale of insurance by vending machines.

"We look forward to the time," Schwebel said, "when Vendaticket will replace the more than 10,000 motion picture theatre ticket issuing machines, now manually operated by Automaticket, and supplied over the last 25 years by General Register Corporation, a Universal Controls' subsidiary.

"With the advent of Vendaticket, a patron will walk into the lobby of a theatre, insert the appropriate amount of bills or coin up to $9.00, press in a button indicating the type and number of tickets required—such as for adults or children — and almost instantaneously Vendaticket will identify the currency, issue the appropriate tickets, and return the exact change in bills and coin."

Wilson stated that "our development of a machine that will identify $1, $5, $10, and $20 bills in a single unit will further accelerate and expand the use of Vendaticket."

Empire Installs Norelco 70's

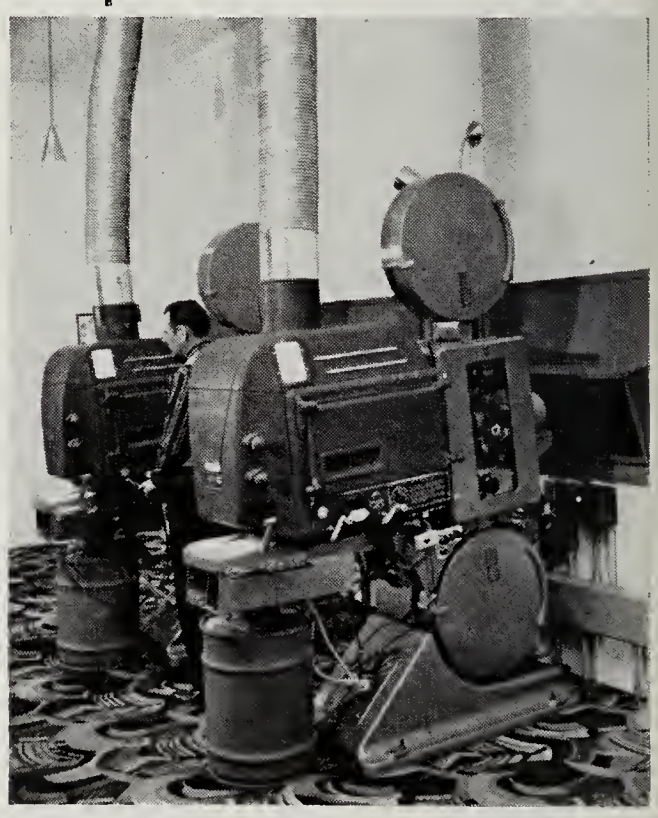


Photo shows the projection booth at the Empire, Kansas City. Notice the modern lighting fixtures, the attractive carpets, and the acoustical tiled walls to eliminate unnecessary sound. Projectors are Philips Norelco Universal 70/-35mm, using Strong arc lamps.

Itinerama To Tour France In Mid-July

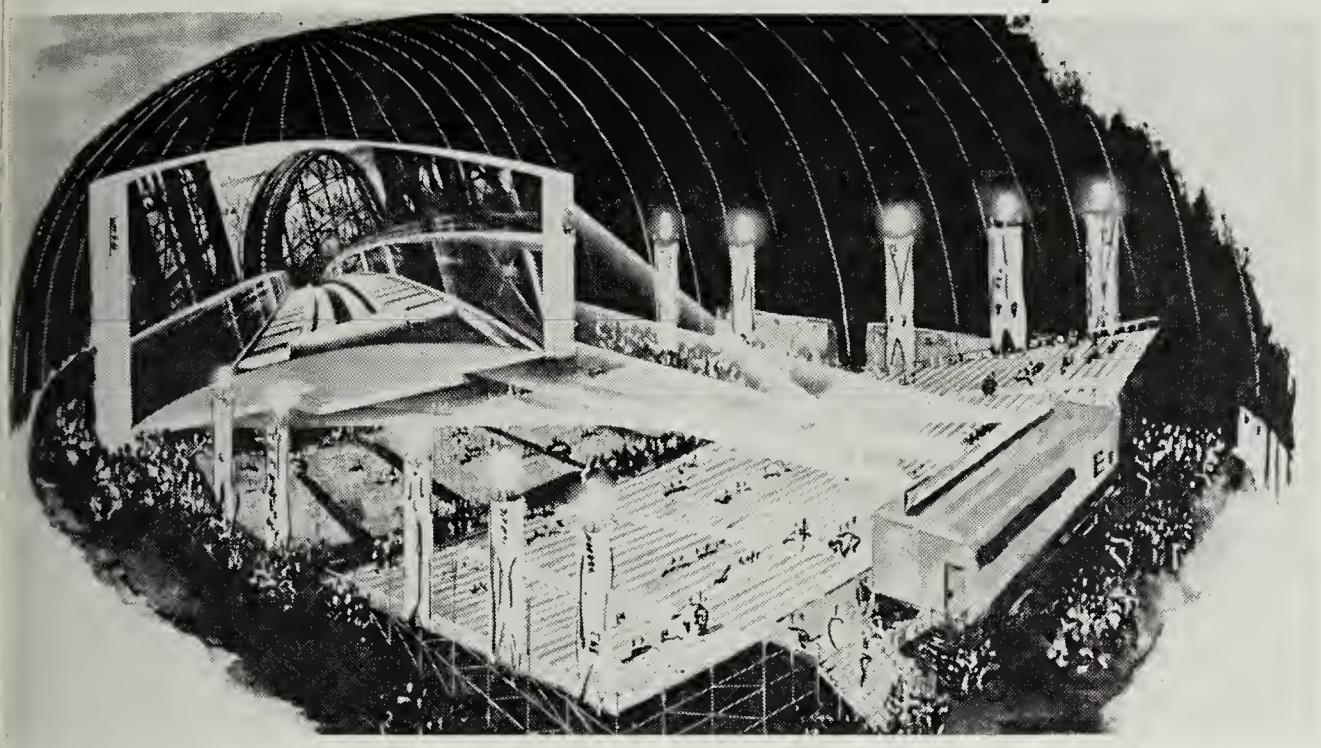


Photo shows artist's conception of the new Itinerama tent, to be erected for the first time in Angers, France this summer. Tent will seat 3,000 patrons and Cinerama product will be exclusively shown.

In Angers, France in mid-July, a 40 truck caravan will begin to tour the Galic country side, showing motion pictures in a 3,000 seat inflatable balloon theatre. The company, called Itinerama, S.A., is a licensee of Cinerama, Inc., and is owned by private interests, including Europe #1 the most powerful commercial radio complex in Europe. Plans are in motion to bring Itinerama to the United States late this year or in early 1962.

Maurice Dollfus, executive vice president of Itinerama, said, "This revolutionary concept of exhibiting motion pictures is in the time-honored, traditional style of touring companies of entertainers, bringing their shows to the people of Europe's villages, town, and cities. I believe that in America it would be in the tradition of your Showboat and circus."

Dollfus explained that Itinerama would play to an estimated two million persons each year in France alone. He said that the average ticket price is $1.25.

The caravan is comprised of forty vehicles, with a 50-man crew in attendance. The balloon is made of Nitrolac, a tough, fire-proof plastic material. The balloon, which measures 210 feet in length, 144 feet in width, and 62 feet in height, can be inflated in 14 minutes. The entire operation can be set up in four and a half hours and dismantled and packed in three. A 100-feet curved screen is used for the Cinerama projection.

Lockheed to Mfg. Kits For Inflight Motion Pictures

Installation kits for airborne motion picture systems in passenger airliners will be manufactured exclusively for Inflight Motion Pictures, Inc., by Lockheed Aircraft Service-New York, according to terms of a contract signed recently.

The LAS-designed kits consist of prefabricated housings for projectors and associated electrical equipment which can be installed by trained LAS-NY crews during time periods tailored to the individual airlines' maintenance schedules.

Called Strato-Cinema by its developer, the movie projection system made its debut early this year on a New York to Miami flight via TWA SuperJet. The system was developed by David Flexner, president of Inflight Motion Pictures, Inc., for the showing to passengers aloft of first-run product in regular or wide screen, black and white or color.

The Strato-Cinema projector is concealed in ceiling compartments built by Lockheed Aircraft Service for installation in the first class and tourist cabins of jet airliners. Light weight ear sets with individual volume controls are plugged into jacks provided in the Lockheed Aircraft Service kit for each passenger's seat.

First installations of the system will be in TWA jets on their transcontinental and transatlantic runs. Movies will be shown to their first class passengers aloft beginning July 19 domestically and August 16 internationally.

Stanley Warner Theatres Buy New Century Systems

Century Projector Corp. announced the sale of the Century Projector 70/35mm Multi-Channel Transistor Sound Systems to Stanley Warner Theatres. The systems purchased were designed and engineered to specifications prepared by Gio Gagliardi, chief engineer for Stanley Warner.

The Century Multiple Channel Transistor program consists of six channel magnetic, four channel magnetic, and single optical sound. Facilities for a third projector are also included. These facilities provide for six channel magnetic, four channel magnetic, or single optical as the case may be.

The new systems have been engineered for high reliability, high fidelity, and extremely simple installation. Due to the space saving small size of the transistor units, low level amplifications up to zero level, electronic changeover and six, four or one track preselect circuits are housed on each projector.

A small junction box adjacent to the projector run is used to connect the audio outputs of two or three projectors to the power amplifier in-puts and also houses the lamp and transistor power supplies.

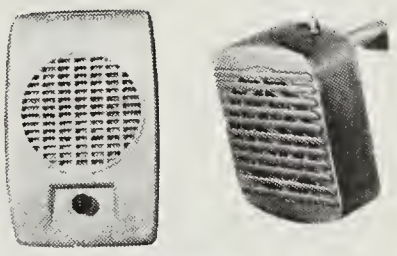
The junction box also conveniently serves as a non-sync switching station with microphone, phono, or tape in-puts.

No mechanical relays are used and all electronic units including power supplies and equalizers are plug-in. All amplifiers are small round cans three inches long and are marked and color coded.

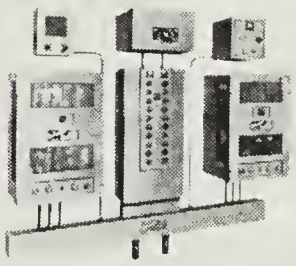
The systems are flexible and interchangeable features unheard of in vacuum tube amplification systems are employed. Because of the transistor design, maintenance overhead is minimized.

Quality stands out when you buy BALLANTYNE

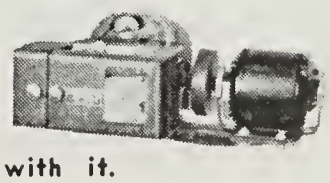
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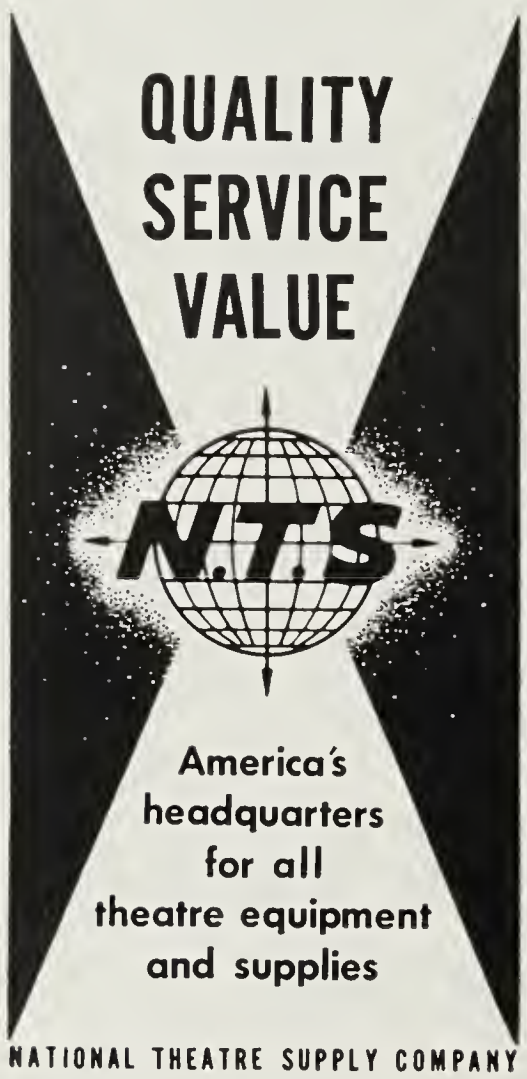
1712 Jackson Street **Omaha 2, Nebraska**

NEW PRODUCTS
. . . that have Theatre interest

Screen Surfacing Material

The Eastman Kodak Company recently announced the development of a new surfacing material for projection screens. The material was described in a technical paper by Allen F. Fultz which was presented at the 5th Annual Technical Symposium of the Society of Photographic Instrumentation Engineers.

The material is a film base embossed with approximately one million lenses, mirror, or prisms per square inch and coated with a highly reflective aluminized layer. The surfacing material is intended especially for use in military aircraft.



Verd-A-Ray Introduces Lamp Featuring Full Transparency

A new type of natural finish transparent colored sign lamps which, the manufacturer claims, could save sign companies and their clients thousands of dollars annually in initial costs and maintenance has been announced by the Verd-A-Ray Corp.

Unlike ceramic coated lamps the color, which makes use of a patented Verd-A-Ray



process, permits full passage of light. This transparency results in total brilliance and sparkle, vital for creating attention and easy-to-read messages.

According to Executive Vice President Harry E. Cohane, a secret manufacturing process enables Verd-A-Ray to cut production costs by nearly 40 per cent.

Colors are red, blue, and green in addition to natural amber and yellow. Available in 10, 15, and 25 watts, the new lamps are weatherproof, colors are permanent, and each lamp carries a 5000 hours or one year fre replacement guarantee.

DuPont Introduces Paint With Non-Drip Quality

A new wall paint that virtually ends the fuss and mess normally associated with interior painting is being introduced by Du Pont's Finishes Division in time for the traditional Spring surge of redecorating.

Called Lucite wall paint, the new material is an acrylic type emulsion. Its outstanding characteristic is an extra-thick, creamy consistency. Because of this heavy body, it does not drip, run, or spatter like regular paint. Yet an intriguing property known to chemists as thixotropy causes it to flow out rapidly into a smooth, even coating as it is brushed or rolled onto the surface.

Wall painting can be easy, fast, and clean for still another reason—much more of this new kind of material can be transferred to a surface in a single dip of a brush or roller. "Cutting in" at corners and along door and window frames is simplified. Missed spots or "holidays" on the painted surface can be touched up at any time without showing.

The rich, creamy consistency of Lucite wall paint permits application of heavier coats with consequent higher hiding. This also increases the possibility of satisfactory one-coat jobs. Likewise, small hairline

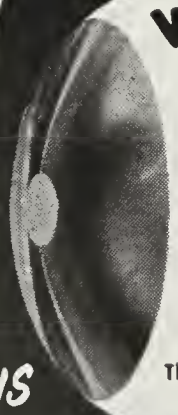


cracks are bridged without the need of patching plaster.

The pigment remains evenly dispersed in the emulsion and uneven coats are no problem. Long color retention also is assured.

Lucite is suitable for all kinds of wall surfaces—plaster, wallpaper, paint, wallboard. It dries to touch in 30 minutes, is ready for recoating if desired in 60 minutes, and leaves a rich, genuinely sheenless color that is highly washable.

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Free Carbon Chart

Monroe Puts Silicones Into Aluminum Roof Coating

The chemical introduction of silicones into Monroe Asbestolite Aluminum Roof Coating now produces complete waterproof roof protection, announced the Monroe Company. Silicones, known as one of the earth's most stable natural elements, have now been added to Asbestolite to increase the natural water and weather-resistance of its penetrating oils and Alcoa aluminum flakes.

The silicones repel moisture from the Asbestolite protected roof, as well as introducing a temperature barrier to stop the deteriorating effects of extreme temperature changes. The silicones remain molecularly stable from —100 degrees F. to —450 degrees F. Severe temperature changes have no effect on this siliconized aluminum roof coating, which will not crack or alligator, but will remain resilient for years.

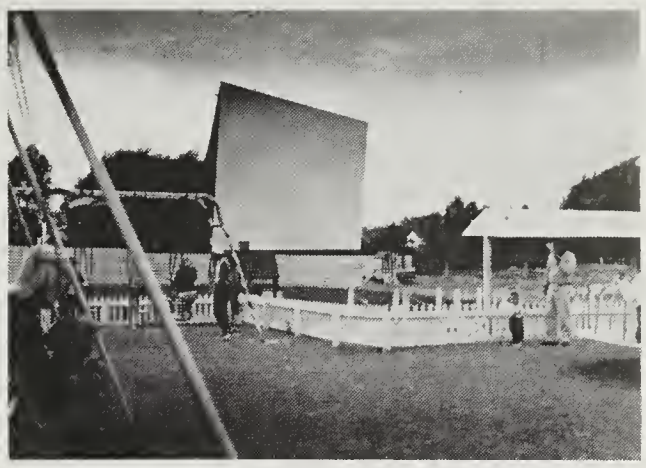
Coupled with the continuous aluminum shield that reduces under-roof temperatures from 15 to 20 degrees, the Asbestolite silicones preserve the life of the vital saturating oils needed to retain the elasticity and flexibility of the roof surface.

New Nyracord Floor Tile Defies Ordinary Abuses

A new floor tile, for commercial and institutional use, which is said to afford unequalled resistance to wear, scoring, denting and puncturing, has just been announced by American Mat Corporation, Toledo, Ohio.

Made of the recently developed compound, Nyracord, this tile not only withstands heaviest foot traffic, but even defies destruction by spikes, cleats and skates. Resilient, it silences footsteps, is exceptionally slip resistant, wet or dry, and is easy to keep clean.

Known as Mardi Gras tile, it is being produced in five colors—colors which go all the way through the material so as not to show wear, with a "confetti" or stippled design. It is available in a choice of thicknesses.



Glatex Siding Shingles were specified for the screen face of the Y & W Drive-In, Gary, Indiana. Applied on thousands of American Homes, Glatex is well suited for drive-in theatre concession buildings and playgrounds.

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NEW PRODUCTS

SHOWN IN THIS ISSUE

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ISSUE OF JUNE 14, 1961

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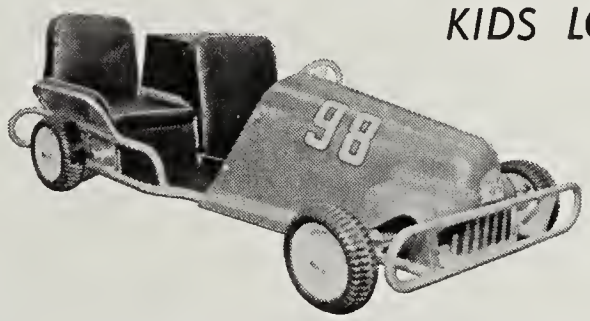
CENTURY PROJECTOR CORP.

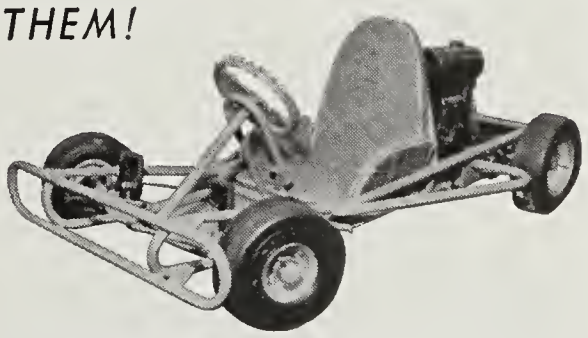
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PRESSWELD, INC. • SEBRING, OHIO

Coca-Cola Again Features 'Float With Coke' Campaign

The Coca-Cola Company is repeating its promotion of "Float With Coke" this year by popular demand of thousands of outlets from coast to coast.

Teaming, as it does, two high-profit, fast-turnover items, Coca-Cola and ice cream, the



Standing beside one of the colorful point-of-purchase pieces in the Coca-Cola Company's promotion of float with Coke, Miss Rachel Murray enjoys Coca-Cola and ice cream.

promotion has generated enthusiastic dealer response each year since its introduction.

Heaviest impact of the promotion is timed for June, July, and August, months when the demand for Coca-Cola and ice cream is at its highest.

The promotion will be backed by more than a million dollars worth of spectacular advertising designed to register more than two and a half billion consumer impressions, plus national network tv. Additionally, it will be supported by an array of colorful, eye-catching new point-of-sale material.

Alldec Catalog Published

CHICAGO—Alldec Corporation has just published its first comprehensive full-color catalog of its complete Styrofoam decorations and trimming line, announced F. William Spiegel, Jr., president. Spiegel said that the firm is offering more than 125 different Styrofoam items for complete theatre decoration. Copies of the 16 page catalog are now available.

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Lower Costs!
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- ... Ice Cream Dispensers
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- ... Milk Vender
- ... Nut Vender
- .. Popcorn Vender
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- .... Benches
- .... Directional Lights
- .... Dust Control Systems
- .... Fences
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- .... Floodlights
- .... Insect Controls
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- .... Miniature Trains
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The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO
VOL. 66, NO. 2
JUNE 14, 1961

AMERICAN-INT.

House Of Fright

DRAMA
80M.

American International
(English-made)
(Color)

ESTIMATE: Effective horror entry.

CAST: Paul Massie, Dawn Addams, Christopher Lee, David Kossoff, Francis De Wolff, Norma Marla, Magda Miller. Produced by Michael Carreras; directed by Terence Fischer.

STORY: Paul Massie as Dr. Jekyll experiments with isolating the two natures of man, and he finds his time taken up between his normal self and his abnormal degenerate half, Mr. Hyde. As the latter, he finds that his wife, Dawn Addams, is in love with gambler Christopher Lee. As Hyde, he makes a play for her, as well as for snake dancer Norma Marla. He lures Addams and Lee into a trap, and Lee is killed by a snake while Addams goes to her death after being assaulted by Hyde. He also fakes the death of Dr. Jekyll, but as the inquest ends, his personalities keep conflicting, and he stands revealed for all to see as the man with two personalities.

X-RAY: Suitable mainly for adult viewing because of some of the scenes and plot twists, this horror item should find favor with the thrill-seekers who like their screen fare meaty and exciting. The classic has had a few refinements, but it's still as gory as ever. Performances are good and direction and production are effective. The screenplay is by Wolf Mankowitz based on Robert Louis Stevenson's "Dr. Jekyll And Mr. Hyde."

AD LINES: "This Thriller Is For Those Seeking The Unusual In Entertainment"; "A Horror Adventure Classic For Adults Only."

COLUMBIA

Stop Me Before I Kill

DRAMA
108M.

Columbia
(English-made)

ESTIMATE: Interesting drama.

CAST: Claude Dauphin, Diane Cilento, Ronald Lewis, Francoise Rosay, Bernard Braden. Produced and directed by Val Guest.

STORY: Enroute to their honeymoon, famous British auto racing driver Ronald Lewis and his European wife, Diane Cilento, are involved in an auto accident. His physical recovery is good, but mentally he feels depressed and has a strange urge to kill his wife while making love to her. They resume their plans for a honeymoon on the French Riviera where they meet psychiatrist Claude Dauphin. When he learns that Lewis has problems, he offers to help as he falls in love with Cilento. He is determined to rid himself of Lewis, and using his psychiatric skills, he has Lewis outline a plot to kill Cilento. Waking one morning to find her gone and blood about the apartment, Lewis is easily convinced by Dauphin that he murdered her and that he should go to a sanitorium. Enroute, Lewis makes a successful bid for freedom and flees to the Riviera home of a friend. He is shocked when he spots Cilento and Dauphin in a boat. It seems that she is staying at the villa of his mother convinced that Lewis is being successfully treated in a London asylum. Lewis breaks in on them with a gun and Dauphin almost persuades him that everything is a figment of his overworked imagination. When several holes are poked in Dauphin's story, his own sanity cracks and he runs away from Lewis. Dauphin tries to escape in a cable car but plunges to his death when it turns out that the car is in the process of being repaired. Husband and wife are reunited and plan on resuming their interrupted honeymoon with Lewis fully cured.

X-RAY: Suspense is present in many scenes as a mentally disturbed bridegroom attempts to get reacquainted with his bride following an auto accident. The hurdles that he has to overcome hold audience interest, and the yarn is aided by the colorful backgrounds and country settings. The cast is competent as are the direction and production, and it should do well as part of the show where adults are mainly in attendance. The screenplay is by Val Guest and Ronald Scott Thorn based on the novel by the latter.

AD LINES: "A Thriller Loaded with Suspense"; "Don't Miss Murder by Psychiatry . . . For A Different Type of Thrill."

The Warrior Empress

DRAMA
97M.

Columbia
(Italian-made) (Dubbed in English)
(Eastman Color) (CinemaScope)

ESTIMATE: Spectacle and sex from Italy.

CAST: Kerwin Mathews, Tina Louise, Riccardo Garrone, Susy Golgi, Alberto Farenese, Enrico Maria Salerno, Antonio Batistella, Strelsa Brown, Annie Gorassini, Lilly Mantovani, Aldo Fiorelli, Elda Tattoli, Isa Crescenzi. A Documento Film-Orsay Film Co-Production; produced by Gianni Hecht Lucari; directed by Pietro Francisci.

STORY: Kerwin Mathews is the leader of a rebellion against the evil king of Mytilene, Enrico Maria Salerno. He is wounded by royal guards led by Riccardo Garrone and hides in the temple of Aphrodite, where he is found and sheltered by Tina Louise, training to become a priestess. Garrone falls in love with Louise, but she and Mathews find love while she nurses him back to health. This arouses the jealousy of another temple maiden, Susy Golgi, who also loves Louise. Golgi tries to turn Mathews against Louise, then betrays him to Garrone. Louise agrees to marry Garrone, delaying him so that Mathews can escape. Louise is shocked to learn that Mathews is also an officer in the royal guard. Unable to convince the king that heavy taxation and other persecution must be abandoned, Mathews prepares his rebel forces for full scale war. Garrone arranges an ambush as Mathews visits Louise, and the rebel leader is captured and sent into exile. Fellow rebels rescue him, and he overthrows the evil king. He spares the life of Garrone, but the latter tells Louise that Mathews killed her brother. It turns out that Garrone arranged the murder and Mathews kills him. Louise renounces her temple vows to marry Mathews.

X-RAY: More spectacle from Italy, this time featuring two American names for the marquee that should bring better than average returns. Mathews is a capable hero, and the amply endowed Tina Louise should be a warm weather treat for the gents in a colorful assortment of scanty costumes. Several other beauties cavort in similar style. The story serves its purpose, affording ample opportunity for battle sequences, swordplay and the other standard spectacle stuff. Color is a decided asset, and the film should fit the program where action fans haven't tired of these spectacles.

TIP ON BIDDING: Fair program rates.

AD LINES: "Her Beauty Was A Weapon In The War Against A Pagan Empire"; "From The Seductive Smile on Her Lips To The Flashing Steel In Her Hand . . . She Conquered Men In A Hundred Ways."

MGM

Morgan The Pirate

MELODRAMA
95M.

MGM
(CinemaScope) (Eastman Color)
(Made in Italy)

ESTIMATE: Very good, actionful, slam-bang swashbuckler.

CAST: Steve Reeves, Valerie Lagrange, Armand Mestral, Angelo Zanolli, Lydia Alfonsi, Chelo Alonso, Ivo Garrani, Gulio Rosetti. A Lux-Adelphia Production; directed by Andre DeToth; a Joseph Levine production.

STORY: In 17th Century Panama, Englishman Steve Reeves (Morgan, the pirate) is held as a slave of the Spaniards. He is bought by Valerie Lagrange, daughter of the governor, but when he tries to embrace her, she has her father punish him. With a group of ex-pirates, he breaks out of prison camp, and they sail to the open sea, where they capture a Spanish galleon, liberate the chained oarsmen, and sail to the headquarters of all the Caribbean pirates. Reeves convinces the leader, Armand Mestral, of his merit. Reeves makes a deal with the English Governor of Jamaica, Angelo Zanolli, whereby in return for ships and equipment, he will turn one-tenth of his loot over to England. In Jamaica, Reeves finds Lagrange. He pleads his love, but she continues to shun him and demands to be sent home. He grants her wishes and puts her on a ship bound for Panama. The enmity between Reeves and Mestral boils over and Reeves bests him in a duel. Reeves then leads an attack on Panama by sea but is defeated. A second attack, this time from the rear through the jungle, succeeds. Lagrance is trampled and left for dead by the victorious mob, but Reeves reaches her in time to revive her.

X-RAY: Exteremely colorful and fast action all the way, this pirate spectacle from Italy not only holds interest but also provides many thrilling moments of sword play and other fast action. Reeves is fine in the lead role, the women are beautiful, and the supporting actors are very good. The dubbing job is one of the best yet seen.

There are many hundreds in the pirate bands and the directorial job turned in by Andre DeToth is fine. This swashbuckler will be hard to top.

AD LINES: "The Greatest Swashbuckler Ever To Sail The Seven Seas"; "His Name And Fame Rage Over The Seas Of The World."

PARAMOUNT

The Ladies Man

COMEDY
106M.

Paramount
(Technicolor)

ESTIMATE: Good Jerry Lewis entry.

CAST: Jerry Lewis, Helen Traubel, Pat Stanley, Kathleen Freeman, Hope Holiday, Lynn Ross, etc. Produced and directed by Jerry Lewis.

STORY: Jerry Lewis is graduated from college and eagerly awaits his marriage to one of the girls in his small town. She goes for a muscular giant instead. He becomes a confirmed bachelor and girl hater and leaves home to get a job in Hollywood. He prefers a job where there are no women but is tricked into becoming an all-around assistant in a girl's boarding house owned by Helen Traubel. Pat Stanley refuses to enter the conspiracy to keep him there, and a friendly relationship springs up between them. He has a number of comic misadventures at the house, including getting in the way of television cameras come to visit Traubel. Stanley convinces the other girls that Lewis should be permitted to leave if he so desires after they've stopped him several times. He realizes that he likes being there and decides to remain permanently.

X-RAY: Once again, Jerry Lewis displays his talents as actor, director, producer, and writer, and this time the result is a humorous and enjoyable one. His characterization is different and while he's on screen almost all of the time, his underplaying of much of the material is a pleasant and effective change. The production values include a gigantic set and several dozen beautiful girls as foils for Lewis. These are noteworthy assets. A sneak preview audience seemed to have fun with Lewis, as should audiences everywhere. It's a bit long, but the fun outweighs any lags in pace that may crop up. It seems to this reviewer that this is one of the better Lewis offerings, and if others share this opinion, the boxoffice results could be big. Some guest appearances by Buddy Lester, George Raft, and Harry James and his band provide extra fun. The screenplay is by Lewis and Bill Richmond.

TIP ON BIDDING: Higher bracket in many situations.

AD LINES: "Jerry Lewis At His Funniest"; "Dozens Of Beautiful Girls Are After Jerry Lewis Who Hates Women . . . What A Situation."

Love In A Goldfish Bowl

COMEDY
88M.

Paramount
(Technicolor)

ESTIMATE: Okay comedy with special angles for the teens.

CAST: Tommy Sands, Fabian, Jan Sterling, Toby Michaels, Edward Andrews, John McGiver, Majel Barrett, Shirley O'Hara, Robert Patton, Phillip Baird, Elisabeth Macrae. Produced by Martin Jurow, and Richard Shepherd; directed by Jack Sher.

STORY: Tommy Sands and Toby Michaels are friends at the small exclusive school headed by John McGiver, who has placed them "off limits" to each other. They have to see each other on the sly. Sands' mother, Jan Sterling, likes to travel and have a good time, while Michaels' father, Edward Andrews, a Senator, is wrapped up in his political career. When Easter vacation rolls around, Sands invites Michaels to spend it with him at his mother's empty beach home. Each makes appropriate excuses for not joining their parents, and they're off. They have fun and even go in for some sailing. When the boat capsizes in rough water, they are rescued by the Coast Guard where Fabian, a Coast Guardsman, makes a play for Michaels. Sands tries to chaperone the pair as Fabian begins to wonder why he never meets Sands' mother. A party develops at Sands' home which turns into a real brawl. Sterling and Andrews become concerned about their youngsters and when they find they are not at the school, they go to the beach house, arriving in the midst of the party. They assume that all kinds of things happened until they are straightened out about their youngsters, at which point Michaels and Sands find each other. Back in school, they begin to plan another trip during their vacation, this time to a hunting shack in Wyoming.

X-RAY: Teeners should get a particular kick out of some of the on-screen actions of idols Tommy Sands, Fabian, etc. The yarn is lightweight but holds interest sufficiently, even if some of the situations are a bit on the far fetched side. Performances are good and production values and direction are smart. There's lots of fun and the entry should satisfy most viewers. The screenplay is by Jack Sher from a story by him and Irene Kamp. Incidentally, newcomer Elisabeth Macrae comes across great on screen as the predatory blonde whose inebriated attempts to latch on to Sands are very funny.

TIPS ON BIDDING: Higher program rates.

AD LINES: "Viewers Should Have A Ball With This Very Funny Comedy About Teen Agers In Action"; "They Had A Beach Party To End All Beach Parties."

20th-FOX

Wild In The Country

DRAMA
114M.

20th-Fox
(CinemaScope) (Color by DeLuxe)

ESTIMATE: Well-made dramatic entry plus Presley draw.

CAST: Elvis Presley, Hope Lange, Tuesday Weld, Millie Perkins, John Ireland, Rafer Johnson, Gary Lockwood, William Mims, Raymond Greenleaf, Christina Crawford, Robin Raymond, Doreen Lang, Charles Arnt, Ruby Goodwin, Will Corry, Alan Napier, Jason Robards, Sr., Harry Carter, Harry Shannon, Bobby West. Produced by Jerry Wald; directed by Philip Dunne.

STORY: Abused by a sadistic father and older brother, Elvis Presley turns on the latter and nearly kills him in a fight. The court decides to give him another chance as psychiatric consultant Hope Lange intercedes in his behalf, aided by wealthy attorney John Ireland, who loves her. Presley is put on probation in the custody of his uncle, William Mims, and goes to work in the latter's medicinal tonic plant. Mims' daughter, Tuesday Weld, and her illegitimate baby, also live there, and Mims tries to throw the two youngsters together. Presley's girl, Millie Perkins, convinces him to cooperate with Lange, and he learns to trust and respect the psychiatrist, who encourages his latent talent for writing. Weld draws him into an affair, but he is drawn to Lange. Lange takes him to college for an interview and they learn that a scholarship based on his writing ability is possible. On the way back, they are forced to seek refuge in a motel during a storm. They are seen there by Ireland's dissolute son, Gary Lockwood, who spreads the rumor that they are having an affair. Frightened by the fact that she is falling in love with Presley, Lange agrees to marry Ireland. Hurt and angry, Presley runs off with Weld, but first he knocks out Lockwood for spreading the vicious rumors about Lange. Lockwood dies after the fight, and Presley is arrested for murder. Lange attempts to prove Lockwood died as a result of a weak heart, but the jealous Ireland denies this. Just when things look worst for Presley, Lange attempts suicide. A chastened Ireland tells the truth about his son's weak heart and Presley is released. Lange is saved, and will wait for Presley, who is off to college.

X-RAY: Jerry Wald and 20th-Fox have backed Elvis Presley's known draw among the younger set with a potent adult drama that captures interest early and maintains it throughout. Production and direction are superior, and Clifford Odets has fashioned a tight and powerful screen play that offers the singer ample opportunity to act. He does quite well in the role of a bitter and confused youngster, and is given fine support by the rest of the cast, particularly Hope Lange and Tuesday Weld as the good and bad women in his life. The musical side of the Presley appeal is not overlooked as he sings several good songs in the manner that the teen-agers like so well. Perhaps this one will build Presley with the adult filmgoers as well. The story line and dramatic elements would indicate that this is Fox's hope. All in all, it shapes up as a highly effective dramatic entry with plenty of exploitable elements.

TIP ON BIDDING: Better rates in many situations.

AD LINES: "Elvis Presley Sings Of Love To Three Of The Screen's Top Beauties"; "Forceful And Tender . . . A Searing Drama Of Rebellious Youth."

UNITED ARTISTS

By Love Possessed

DRAMA
115M.

United Artists
(Mirisch)
(Color by DeLuxe)

ESTIMATE: High rating drama has marquee power.

CAST: Lana Turner, Efrem Zimbalist, Jr., Jason Robards, Jr., George Hamilton, Susan Kohner, Barbara Bel Geddes, Thomas Mitchell, Everett Sloane, Yvonne Craig, Jean Willes, Frank Maxwell, Gilbert Green, Carroll O'Connor. Produced by Walter Mirisch; directed by John Sturges.

STORY: Wealthy attorney Efrem Zimbalist Jr., in partnership with Jason Robards, Jr., and his father-in-law, Thomas Mitchell, lives a life ruled by pure reason and is proud of his well-ordered, seemingly happy family and professional activities. He is a bit disquieted at the fact that his son, George Hamilton, is rebelling against taking his place in the family law practice and marrying Mitchell's ward, Susan Kohner, as the whole town expects. Contributing to Zimbalist's growing uneasiness is his wife, Barbara Bel Geddes, who hints that their marriage is not all it should be, and his feelings for Robard's wife, hard-drinking, fast living Lana Turner, who has been terribly unhappy since an auto accident crippled Robards. Zimbalist learns that Mitchell has been misappropriating estate funds, and his decision to relieve Mitchell of responsibility in the law firm causes further tension with Bel Geddes. He and Turner, both lonely and unhappy are drawn into an affair while Robards is out of town. Restless and bitter, Hamilton picks up the town tramp, Yvonne Craig, who screams "rape" when he refuses to continue the affair. Zimbalist realizes that he has been allowing his head to rule his heart and that he has not been the success or moral pillar of the community that he had thought. Hamilton, frightened and afraid that his father will not understand, jumps bail, but Kohner's suicide brings him to his senses. He returns to Zimbalist and Bel Geddes, who realize their own love and their love for their son. Turner and Robards are also reunited.

X-RAY: Superior in all respects, this is a fine dramatic film that should have wide appeal, particularly in metropolitan situations where discriminating audiences will be familiar with the Pulitzer-Prize novel by James Gould Cozzens. Acting is brilliant, with excellent portrayals by Mitchell and Bel Geddes complementing the work of the stars, all of whom are in their best dramatic form. The story holds interest throughout despite its necessarily episodic nature as a

man's life and loves are dissected in the time span of just a few days. Hamilton and Kohner, two fine young dramatic finds, should provide appeal for the younger adults who will be drawn to the film. Perhaps the ending will seem a bit contrived to those who have read the book as the tangled lives of the principles are settled happily for the most part, but this will not bother the bulk of the audience looking for superior dramatic entertainment. Photography, production, direction, and the rich musical background by Elmer Bernstein add to the film's impact. Screenplay is by John Dennis.

TIP ON BIDDING: Higher rates.

AD LINES: "A Pulitzer-Prize Novel Becames The Dramatic Hit Of The Screen Year"; "A Man's Search For Himself During A Lifetime Of Drama Packed Into A Few Shock-Filled Days."

A Matter Of Morals

DRAMA
90M.

UA
(Filmed in Sweden)

ESTIMATE: Interesting drama.

CAST: Maj-Britt Nilsson, Mogen Wieth, Eva Dahlbeck, Patrick O'Neal, Class Thelander, Lennart Lindberg, Vernon Young. Directed by John Cromwell; produced by John D. Hess and Steven G. Hopkins.

STORY: When Patrick O'Neal, an assistant vice-president of a bank in Milwaukee, arrives in Stockholm to work out final details of a million dollar bank loan for which a Swedish factory is collatoral, he is met by Mogen Wieth, factory manager. The latter together with associates have been looting the company in the absence of its tycoon owner. One of the conditions of the loan is a large life insurance policy on the life of the absent owner. Wieth introduces O'Neal to attractive sister-in-law Maj-Britt Nilsson. O'Neal loves her and asks her to marry him if he leaves his wife. She tries to dissuade him, but he returns to the U.S. and does divorce his wife. Returning to Sweden, he finds Nilsson has other romantic interests, and he joins Wieth in some of his schemes, which include the assigning of the bank's life insurance policy on the absent tycoon to Wieth. When the factory owner returns unexpectedly, it complicates things, and Wieth and his associates seem in danger of being uncovered. Wieth persuades O'Neal to murder the owner which would solve their difficulties as he would receive half of the insurance money. Before O'Neal can follow through, the owner kills himself, and Wieth asks O'Neal to make it appear as murder or else the insurance won't be paid. Wieth then brushes him off and orders him out of the country or he would be turned over to the police. O'Neal kills Wieth and the police really have a killer on their hands.

X-RAY: This misadventure of an American in Sweden is interesting and a bit different in story and execution. The backgrounds and settings of Sweden provide an effective drop for the players, who are competent, and for the adequate direction and production. There are some frank discussions on sex and attention is maintained well throughout. The entry should do well as part of the show where a dramatic offering is needed. The screenplay is by John D. Hess.

AD LINES: "An American Gets Caught Up In International Intrigue In Sweden"; "A Shot In The Night And Unusual Adventure."

The Revolt Of The Slaves

DRAMA
99M.

United Artists
(Moffa)
(Eastman Color) (Totalscope)
(Italian-made) (Dubbed in English)

ESTIMATE: Lots of action in another Italian-made spectacle.

CAST: Rhonda Fleming, Lang Jeffries, Gino Cervi, Ettore Manni, Wandisa Guida, Rafael Rivelles, Dario Moreno, Fernando Rey, Serge Gainsbourg. Produced by Palo Moffa; directed by Nunzio Malasomma.

STORY: Christ has been dead for 300 years, and the Christians in Rome have been driven underground by the persecutions and pagan excesses of emperor Dario Moreno. Roman patrician Gino Cervi purchases a slave, Lang Jeffries, and Cervi's wild daughter, Rhonda Fleming, lashes him when he disobeys her orders. Jeffries is defended by Fleming's cousin, Wandisa Guida, and Tribune Ettore Manni, both of whom are secretly Christians. Moreno's torturer, Serge Gainsbourg, finds the secret hiding place of the Christians, who escape with the aid of Jeffries. Fleming assists them to save Guida, and is drawn romantically to Jeffries. A group of Christians led by Manni are captured and sentenced to die in the arena as sport for the emperor and the populace. Jeffries and Fleming attemot to rescue them and fight their way into the arena. At the sight of the senseless bloodshed, they throw down their arms and prepare to die with their fellow Christians. Their courage touches the hearts of the populace, who demand that Moreno spare their lives. The Christians have triumphed through faith, and Fleming and Jeffries can find happiness together.

X-RAY: Another in the seemingly endless flow of spectacle films from Italy, this concentrates on visual splendor and action to grip and hold the interest. It is a good example of the type and should find favor with fans of such spectacles if they have not already exhausted interest. Some of the scenes are splendid visually and directed with vigor and pace. Color is good. Performances are about what one might expect from a film dependent on action and spectacle, but the Fleming name is a familiar one, and the red haired beauty photographs exceedingly well. Others are adequate in support, and the dubbing job is fine. It should fit the program well.

TIP ON BIDDING: Fair program rates.

AD LINES: "The Rebellion That Toppled The Might Of Rome . . . Ten Thousand Legions Couldn't Hold The Flame-Haired Beauty Who Led It"; "They Defied The Tyrant's Sword . . . To Follow The Commandments of God And Put The Torch To An Empire."

UNIVERSAL

The Private Lives Of Adam And Eve

COMEDY
87M.

U-I
(Partly in Color)

ESTIMATE: Tasteless comedy strictly for exploitation spots.

CAST: Mickey Rooney, Mamie Van Doren, Fay Spain, Mel Torme, Marty Milner, Cecil Kellaway, Tuesday Weld, Paul Anka, Ziva Rodann, Theona Bryant, June Wilkinson, Phillipa Fallon, Barbara Walden, Toni Covington, Nancy Root, Donna Lynne, Sharon Wiley, Miki Kato, Andrea Smith, Buni Bacon, Stella Garcia. An Albert Zugsmith Production; produced by Red Doff; directed by Zugsmith and Mickey Rooney.

STORY: Cecil Kellaway drives a bus bound for Reno with passengers Mel Torme, salesman, and teen-age runaway Tuesday Weld. He stops in the small town of Paradise to pick up gambler Mickey Rooney and Mamie Van Doren, who is leaving her struggling husband, Marty Milner, for the promises of luxuries offered by Rooney. Also aboard is Rooney's soon to be discarded wife, Fay Spain. Milner chases the bus to warn them that the road has been washed away by a storm, and the entire band takes refuse in a country church. As Kellaway reads from a Bible, the scene shifts to the Garden of Eden where Milner as Adam, Van Doren as Eve, Rooney as the Devil, and Spain as the temptress Lilith play out the story of the Creation and man's fall from grace after Satan tempts Eve with the fruit of the tree of knowledge. All in the church have shared the same strange and wonderful dream, and it has had its effect. Love conquers the devil, and Milner and Van Doren are reunited.

X-RAY: This has little to recommend it for any but the most obvious exploitation reasons. Several lightly clad females led by Van Doren and Spain provide a visual treat, but the tasteless story line and a host of jokes at Satan's expense that fail to amuse rob the film of any real value. Scenes in the Garden of Eden are in color. It is strictly program stuff for the undiscriminating, and may well give offense to many in its handling of a Biblical theme. In this case, those offended are justified. Teen-age rock and roll star Paul Anka sings an undistinguished title tune.

TIP ON BIDDING: Program rates.

AD LINES: "What Really Happened In The Garden Of Eden? See The Prive Lives Of Adam And Eve"; "See The World's First Temptation . . . See The World's First Kiss."

MISCELLANEOUS

The Deadly Companions

DRAMA
90M.

Pathe-America
(Panavision) (Color)

ESTIMATE: Engrossing western hits the mark.

CAST: Maureen O'Hara, Brian Keith, Steve Cochran, Chill Wills, Strother Martin, Will Wight, Jim O'Hara, Peter O'Crotty, Billy Vaughan, Robert Sheldon, John Hamilton, Hank Gobble, Buck Sharpe. Produced by Charles B. FitzSimons; directed by Sam Peckinpah.

STORY: Brian Keith, bent on revenge since Chill Wills tried to scalp him during the Civil War, meets Wills again and invites him and his partner, gunman Steve Cochran, to assist him in a bank robbery. Keith only wants to keep them near until he kills Wills. When another gang attempts to rob the bank, Keith accidentally shoots and kills the young son of dance-hall hostess Maureen O'Hara. O'Hara is determined to bury the boy where his father died, deep in Apache country, and Keith, feeling responsible for her safety, tags along, as does Cochran and Wills. Cochran also desires O'Hara. During the long and arduous trip Keith and O'Hara fall in love. He protects her against Cochran's advances, and Cochran and Wills leave the burial party. On arriving at the ghost town, O'Hara and Keith are confronted by Cochran and Wills, who have robbed the bank. O'Hara begs Keith not to kill Wills out of revenge, and the two robbers turn on one another, leaving O'Hara and Keith to a happy future together.

X-RAY: It is a pleasure to report that Pathe-America's first feature, made with exhibitor assistance and support, has hit the mark. The result is a colorful, always interesting western drama that is eminently playable in all situations. Good character development and several different plot twists give it appeal greater than that of the ordinary western, and acting, direction and production are all in the better category. Some of the color scenes are beautifully mounted, establishing a gripping mood that carries through the running time. It should prove a boxoffice winner considering its costs, and exhibition can be proud to have had a hand in choosing the property. Miss O'Hara sings a plaintive ballad behind the titles, "A Dream Of Love," and quite well, too. Screenplay by A. S. Fleischman.

AD LINES: "Four Deadly Companions . . . Trapped By Hate, Revenge, Greed, And Madness"; "They Rode Together With Death As Their Constant Companion."

Nikki, Wild Dog Of The North

MELODRAMA
74M.

Buena Vista
(Technicolor)

ESTIMATE: Good action yarn for the program.

CAST: Jean Coutu, Emile Genest, Uriel Luft, Robert Rivard and Nikki. Produced by Winston Hibler; directed by Don Haldane and Jack Couffer.

STORY: On a trip through the Canadian Rockies, the canoe bearing trapper Jean Coutu, his pup Nikki, and an adopted bear cub capsizes, and man and beast are separated. The dog and bear are tied together

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ALPHABETICAL GUIDE TO 276 Features Reviewed

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J

Jazz Boat—90m.—Col. 4769
Journey To The Lost City—95m.—A-I 4765

K

Key Witness—81m.—MGM 4750
King Of The Roaring '20's—AA 4817
Konga—90m.—A-I 4793

L

La Dolce Vita—175m.—For. 4815
Ladies Man, The—106m.—Par. 4830
Last Sunset, The—112m.—U-I 4827
Last Time I Saw Archie, The—98m. UA 4827
Last Woman On Earth, The—71m.—Misc. 4795
League Of Gentlemen, The—114m.—For. 4799
Left, Right And Center—95m.—For. 4767
Legions Of The Nile—91m.—Fox 4766
Let No Man Write My Epitaph—106m.—Col. 4753
Little Angel—90m.—For. 4783
Little Shepherd Of Kingdom Come, The—108m.—Fox. 4782
Little Shop Of Horrors, The—70m. Misc. 4795
Long Rope, The—61m.—Fox 4790
Love In A Goldfish Bowl—88m.—Par. 4830
Look In Any Window—87m.—AA 4785
Love And The Frenchwoman—139m.—For. 4803
Love Game, The—88m.—For. 4767
Love Specialist, The—104m.—For 4756

M

Ma Barker's Killer Brood—81m.—Misc. 4772
Mad-Dog Coll—86m.—Col. 4818
Magdalena—82m.—For. 4776
Magnificent Seven, The—126m. UA 4758
Make Mine Mink—90m.—For. 4783
Marie Octobre—98m.—For. 4763
Marriage-Go-Round, The—98m.—Fox 4774
Master Of The World—104m.—A-I 4813
Matter Of Morals, A—90m.—UA 4831
Mein Kampf—121m.—Cal. 4809
Midnight Lace—108m.—U-I 4763
Mighty Crusaders, The—87m.—For. 4799
Millionairess, The—90m.—Fox 4787
Minotaur, The—92m.—UA 4814
Misfits, The—124m.—UA 4790
Modigliani of Montparnasse—110m.—For. 4806
Monster Of Piedras Blancas, The—72m.—Misc. 4782
Morals Squad—60m.—Misc. 4775
Morgan The Pirate—95m.—MGM 4829

N

Naked Jungle, The—95m.—Par.—RE. 4781
Natchez Trace—80m.—Misc. 4764
Never On Sunday—91m.—For. 4763
Night Fighters, The—88m.—UA 4750
Nights Of Lucretia Borgia, The—108m.—Col. 4749
Nikki, Wild Dog Of The North—74m.—Misc. 4831
North To Alaska—122m.—Fox 4766

O

Okefenokee—76m.—Misc. 4782
Ole Rex—40m.—U-I 4802
On The Double—92m.—Par. 4819
On The Waterfront—108m.—Col.—RE 4750
One-Eyed Jacks—141m.—Par. 4801
One Hundred And One Dalmatians—80m.—Misc. 4788
Operation Bottleneck—78m.—UA 4794
Operation Eichmann—92m.—AA 4801
Ostrich Has Two Eggs, The—89m.—For. 4767

P

Parent Trap, The—124m.—Misc. 4822
Parrish—140m.—W8 4798
Passport To China—75m.—Col. 4797
Pay Or Die—111m.—AA 4749
Pepe—157m.—Col. 4781
Pharaoh's Woman, The—88m.—U-I 4815
Picnic—115m.—Re.—Col. 4818
Picnic On The Grass—91m.—For. 4783
Please Turn Over—86m.—Col. 4757
Pleasure Of His Company, The—114m.—Par. 4819
Plunderers, The—94m.—AA 4765
Police Dog Story, The—61m.—UA 4791
Portrait Of A Mobster—108m.—WB 4803
Portrait Of A Sinner—96m.—A-I 4785
Posse From Hell—89m.—U-I 4802
Prime Time The—76m.—Misc. 4760
Private Lives Of Adam And Eve, The—87m.—U-I 4831

R

Raymie—73m.—AA 4757
Raisin In The Sun, The—128m.—Col. 4805
Rest Is Silence, The—106m.—For. 4752
Return To Peyton Place, The—122m.—Fox 4814
Revolt Of The Slaves, The—99m.—UA 4831
Right Approach, The—92m.—Fox 4814
Ring Of Fire—91m.—MGM 4818
Ritual Of Love—73m.—For 4756
Rocket Attack, U.S.A.—68m.—Misc. 4795
Romanoff And Juliet—103m.—U-I 4820
Royal Ballet, The—131m. For. 4760
Rue De Paris—90m.—For. 4792

S

Sanctuary—90m. Fox 4794
Santa Claus—94m.—For. 4760
Saturday Night and Sunday Morning—90m.—For. 4807
Savage Innocents, The—110m.—Par. 4758
Secret Of The Purple Reef, The—80m.—Fox. 4762
Secret Partner, The—91m.—MGM 4797
Secret Ways, The—112m.—U-I 4802
Seven Ways to Sundown—86m.—U-I 4758
September Storm—99m.—Fox 4758
Serengeti Shall Not Die—84m.—AA 4789
Sex Kittens Go To College—94m.—AA 4769
Shadow Of The Cat, The—79m.—U-I 4820
Shadows—87m.—Misc. 4806
Sin And Desire—77m.—For. 4763
Sins Of Rachel Cade, The—123m.—WB 4798
Snake Woman, The—68m.—UA 4819
Sniper's Ridge—61m.—Fox 4790
Snow White And The 3 Stooges—107m.—Fox 4825
Solid Gold Cadillac, The—99m.—RE.—Col. 4797
Song Without End—141m.—Col. 4750
Spartacus—189m.—U-I 4759
Spessart Inn, The—99m.—For. 4807
Squad Car—61m.—Fax 4787
Steel Claw, The—96m.—WB 4820
Stop, Look And Laugh—78m.—Col. 4750
Stop Me Before I Kill—108m.—Col. 4829
Strangers When We Meet—117m.—Col. 4750
Subterraneans, The—89m.—MGM 4750
Sun Lovers Holiday—65m.—Misc. 4776
Sundowners, The—133m.—WB 4766
Sunrise At Campobello—143m.—WB 4754
Surprise Package—100m.—Col. 4757
Swiss Family Robinson—126m.—Misc. 4768
Sword Of Sherwood Forest—80m.—Col. 4786

T

Teacher And The Miracle, The—88m.—For. 4807
Ten Who Dared—92m.—Misc. 4756
Terror Of The Tongs—80m.—Col. 4801
Tess Of The Storm Country—84m.—Fox 4790
They Were 10—105m.—For. 4810
Three Blondes In His Life—84m.—Misc. 4803
Three Worlds Of Gulliver, The—100m.—Col. 4773
Tomboy And The Champ—92m.—U-I 4791
Tormented—75m.—AA 4773
Trapp Family, The—106m.—Fox 4797
Tunes Of Glory—106m.—For. 4783
Twinkle And Shine (It Happened To Jane)—98m.—Re.—Col. 4818
Two Loves—100m.—MGM 4818
Two Way Stretch—87m.—For 4796
Two Women—105m.—For. 4822

U

Under Ten Flags—92m.—Par. 4750
Underworld, U.S.A.—99m.—Col. 4793
Unfaithfuls, The—83m.—AA 4813
Upstairs And Downstairs—100m.—Fox 4777

V

Village Of The Damned—78m.—MGM 4761
Violent Summer—97m.—For. 4822
Virgin Spring, The—88m.—For. 4776

W

Wackiest Ship In The Army, The—99m.—Col. 4774
Walk Tall—60m.—Fox 4762
Warrior Empress, The—97m.—Col. 4829
Watch Your Stern—88m.—For. 4807
Weddings And Babies—81m.—Misc. 4768
Where The Boys Are—99m.—MGM 4774
Where the Hot Wind Blows—120m. MGM 4757
White Warrior, The—86m.—WB 4791
Wild In The Country—114m.—Fox 4830
Wild One, The—80m.—Col.—RE 4750
Wild Youth—70m.—Misc. 4760
Wings Of Chance—76m.—U-I 4798
Wizard Of Bagdad, The—93m.—Fax 4777
World Of Suzie Wong, The—129m.—Par. 4765

Y

Young Love—81m.—For. 4784
Young One, The—96m.—Misc. 4792
Young Savages, The—100m.—UA 4814

NIKKI

(*Continued from page 4831*)

by a limiting rope and are forced to live together until the rope parts. They become friends during the period. They eventually go their separate ways, and Nikki has to get his food where he can, often fighting for it. He learns how to steal the bait from the traps of Emile Genest and his Indian associate, Uriel Luft, and eventually they trap him. Genest decides to train him into a fighting dog when he sees him kill a wolf while trapped. After mistreatment, he takes him to the trapper's post to battle other animals. Coutu, who is in charge of the post, has forbidden dog fights, but this is ignored by Genest. Nikki wins the first fight as Coutu appears. Coutu is pushed into the pit with the wild dog, but the animal recognizes his former master and refuses to attack. Genest receives his just desserts when he is accidentally killed by his own knife. Coutu and Nikki go hunting where they meet their old friend, the bear, who wanders away now fully grown. Nikki must decide whether to stay with Coutu or go with the bear, and he decides to remain with Coutu.

X-Ray: Containing some exciting shots of the wilderness and its inhabitants, as well as an interesting yarn about the growing up of a dog, this Walt Disney release should attract and hold the attention of viewers. It should make a welcome addition to the show, being colorful and well done. The acting is competent, as are the direction and production, with color providing a definite assist. The simple screenplay is by Ralph Wright and Winston Hibler, based on the book "Nomads of the North" by James Oliver Curwood.

Tip On Bidding: Higher program rates where adequately promoted.

Ad Lines: "A Thrilling Tale Of The Vast Northern Wilderness And Its People And Animals"; "A Tale Of A Bear, A Dog And A Man . . . And Their Adventures."



EXPLOITATION

ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1961 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the year. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Pa.

JUNE 14, 1961 SECTION THREE VOL. 66, NO. 2

Individual* ACHIEVEMENT CITATIONS *have been issued for each of these:

D | MERCHANTS

NUMBER D12

Shoe Store Tieup on "Wizard"

THEATRE: **Levittown,**
ADDRESS: **Levittown, L.I., N.Y.**
MANAGER: **Kenneth Prentiss**

On 20th-Fox's "The Wizard of Baghdad" we set a coop coloring contest with Thom McAn shoes which proved very successful.

The shoe store gave away two pairs of shoes free, to the lucky boy and girl winning the contest. The store got lots of publicity from a display in our lobby plus the books that were given out to the kids with the store's rubber stamp on the back cover; and a similar poster in the store.

We also advertised the contest on our telephone recorded announcement, "Be sure and enter our Wizard of Baghdad coloring contest sponsored by Thom McAn."

We got a lot of response from the promotion and the shoe store was very happy with the results. They want to go along with more of this type of advertising.

Our local newspaper ran the winners' names with a story on our little stunt. The contest was limited to children under 12 years of age.

NUMBER D13

Car Wash Discounts Tie-Up

THEATRE: **Central Avenue Drive-In,**
ADDRESS: **Seat Pleasant, Md.**
MANAGER: **Thomas L. Leighton**

First of all I would like to point out that our drive-in theatre does not play first run pictures. Consequently it is hard to get any promotional tieup of any kind with the pictures and the merchants. Therefore, I have resorted to straight out and out promotion, such as prizes and displays, to draw customers to the theatre.

At the present time, I have a tie-up with a car wash which is located approximately five minutes from my theatre. During the months of May, June, July and August on week-days, we give each car a discount card worth 51 cents off on a car wash which is normally $1.50 and $5.05 off on a simonizing, which is usually $20. These cards were printed by the car wash and given to us to be given away here exclusively at no cost to us. We also have a sign, 11 inches x 14 inches, in the cashier's window at the car wash which reads, "Get your next car wash at a discount when you attend the Central Avenue Drive-In."

This may not be as big a promotion as some theatres have; but I feel that some managers may get a similar tieup started and boost their week-day receipts, as it has helped ours tremendously.



This "Fanny" easel announcing the coming of the Warners motion picture is shown by two Radio City Music Hall Rockettes where the film will have its New York City premiere as the Fourth of July screen attraction. The easel is being utilized in theatre lobbies throughout the country to promote openings of the production.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

F | ARMED SERVICES

NUMBER F5

Rocket Display Attracts Scots

THEATRE: **Gaumont**
ADDRESS: **Northampton, England**
MANAGER: **P. J. Thornton**

Playing "Tunes of Glory" I directed the publicity as far as possible at those picturegoers who served in the army, read books, have Scottish associations, and are partial to thought provoking entertainment. The Army Recruiting (Information) office was my first call and excellent co-operation was available from the major in charge who ordered full facilities from the East Anglian Regiment, the local regiment. This entailed a long haul of a MOBAT Rocket Gun from Somerset some 150 miles away for the weapon's first exhibition to the general public at the theatre. Old time uniforms from the regiment's museum and present day Army exhibits made for a colorful foyer display. For a whole week there was always an officer and a corporal on duty.

A letter to the local Scottish Association proved most fruitful and a number of Scottish residents who had not been to the cinema for some time attended. Window displays rounded off the campaign. These consisted of book tie-ups and a display of Scottish dolls.

G | STUNTS-BALLY

NUMBER G20

The Legion and Chamber of Commerce Help

THEATRE: **Eckel,**
ADDRESS: **Syracuse, N. Y.**
MANAGER: **Herbert I. Brown**

Our multi-faceted campaign on the "ALAMO", I believe, gave us as much coverage as we would hope to get on any one picture. Other than the usual avenues of exploitation such as windows, library tie-ups, etc., there



Taking a lead from P. T. Barnum and the ingredients of an exciting circus film, 20th-Fox recently launched "The Big Show" in a dual-theatre opening at the RKO Palace and Trans-Lux 85th Street, New York, with a three-ring ad-publicity-exploitation campaign features of which were a 12 foot animated elephant; gaily costumed girls, free balloons and imprinted bags of peanuts for the small fry; circus flags and banners; the playing of calliope music, a barker, a stilt walker, large cut-outs of a circus fat lady, with a hole for people to stand behind and have their picture taken with their face on the woman's body, papier-mache clowns' heads, etc.



This is part of the parade and appearance of "Miss Alamo Queen," from San Antonio, set up by Herbert I. Brown, manager, Eckel, Syracuse, N.Y., as part of his campaign on United Artists' "The Alamo" recently.

was definitely a three-geared approach which meshed perfectly. It was the combination of the American Legion, Miss Alamo and the opening night activities which seemed to just "catch on" to the extent that "THE ALAMO" was actually the talk of the town.

The first phase of our campaign involved contacting the American Legion to solicit their cooperation to sell the "Americanism" message of the picture. After meeting with them, they agreed that good pictures deserve their support and they went all out. They sponsored an Americanism Essay Contest based on the theme "What the Alamo Means to Me as an American" offering among other things a $25 Savings Bond to the winner of two age classifications namely 9-13 and 14-18.

Members of the Americanism committee were delegated to speak at all the Blue and Gold Boy Scout banquets which were being held at that time. I gave each and everyone of them a supply of study guides, Alamo flags, essay contest blanks, etc. which they distributed to every boy at the meeting. It is estimated that they covered at least 2,000 Boy Scouts in this manner, and, not too incidentally, these boys went home and talked about the meeting and the "ALAMO."

Additionally, we received considerable newspaper coverage — both pictures and stories — telling about the Legion plans for sponsoring the opening.

Because of the endorsement of the American Legion, and the contest, we received 100% cooperation from both parochial and public schools. Perhaps the most important approach where the schools were concerned was to send out a well-developed kit consisting of a letter to the teachers, three study guides, in which we enclosed fact sheets giving important facts about our play date etc. and a self-addressed postcard to use in the event they wanted more study guides for class discussion. These kits went forward to 400 area and local citizenship education and social studies teachers and we received better than 60 postcards in return asking for approximately 1200 study guides.

The next phase of the campaign probably created as much excitement and interest that could only have been generated by the personal appearance of a Hollywood star.

I approached the Chamber of Commerce and explained that the American Legion was sponsoring the Alamo premiere and that we wanted to highlight it with some excitement and glamour. It was my thought that they should contact the Chamber of Commerce in San Antonio, Texas, to explore the possibility of either a Miss San Antonio or a Miss Alamo being sent here for the occasion. In view of the fact that the Chamber was going to have their "Shopper's Days" to "tee off" the Easter shopping season, they felt that the presence of such a personality could also help them considerably. With this premise, we contacted the Chamber in San Antonio and they were delighted with the idea.

Arrangements were then made with Eastern Airlines to have the young lady flown here in plenty of time to make several TV and radio appearances etc. on the day of the opening.

This was given considerable advance publicity in the newspapers and Miss Alamo (Miss Janet McKeown) was met at the airport with a five-car motorcade and police escort consisting of members of the Legion, Air Force dignitaries, Miss Syracuse, etc. Her arrival was covered on TV that evening and given considerable newspaper space the next morning. After meeting her at the airport, we took her to the War Memorial where a pro-basketball game was taking place and she was introduced to the audience (approximately 3,000 people) between halves. She wore a beautiful white western hat along with a white leather jacket which was to become her trade marks during the next few days.

The next day, Miss Alamo made several radio and TV appearances and attended a luncheon given in her honor by the American Legion in the dining room of their building. The highlight of her TV appearances was undoubtedly her interview with Jim Deline. As you know, he probably enjoys the biggest daytime audience as any personality in Central New York. He gave her at least a full 20 minutes of his half-hour show. Aside from actually holding up the Alamo souvenir book for close-ups and explaining it in complete detail, he was so entranced with Miss Alamo's personality that it was all he could do to end the interview. That night she appeared in a giant street parade which brings us into the third important phase of the "ALAMO" campaign.

Again with the cooperation of the American Legion and the particular assistance of their parade marshal, arrangements were made for a big parade the night of the opening. We tried to get away from the usual one-unit affair and I believe we were entirely successful in doing so. The end result of our efforts crystallized with a parade consisting of several cars of dignitaries, Miss Alamo, Miss Syracuse, four color guards, a group of western riders in full regalia, the Richard Boone fan club and the feature of the parade, the Brigadier Drum and Bugle Corp who are the New York State champions and runners-up in national competition. The route of march included both main streets and in spite of cold weather attracted considerable attention. The parade was given newspaper and TV coverage and appeared on the TV news that same night. The theatre front was decorated with pennants which added to the festivities, and as each lady entered the theatre, she was given a yellow rose of Texas as a souvenir of the evening.

Prior to the start of the feature, there was a concert given by the North Syracuse High School band augmented by a few words of welcome from the American Legion, followed by the presentation of the color guard and the playing of the National Anthem.

On the day after opening, the Chamber of Commerce took Janet McKeown (Miss Alamo) in hand and had her meet with the Mayor and receive the first Silver Dollar which was to be used as part of the Dollar Day campaign. She then went all over town with the so-called "Mystery Shopper" who made appearances in every major department store in town. She was seen by thousands of people and because of her television exposure and handsome western outfit was obviously recognizable to everyone. These proceedings at the mayor's office as well as around town were covered by television, newsreel and newspaper resulting in a TV newscast at 6:30 P.M. and 11 o'clock news.

In addition to all of the above, we also carried out the following tie-ups: 1. set-pieces in six music stores around town plugging the album and the picture. 2. Displays in all branches of the public library. They were also given Alamo flags which they passed out

(*Continued on page EX-328*)

THE NEW 1961 "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

$30000 IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.

New Talking Trailers Offered By Filmack

CHICAGO—Filmack Trailer Company announces a new concept in special announcement talking trailers involving a live performer delivering the screen message directly to the audience.

"The effectiveness of talking trailers has already been proven, but this new concept will add an even greater impact," says Vi Dane, sales manager of Filmack. "And," she continues, "they are priced low enough to be within the budget of the most economy-minded showmen."

One trailer, "The Man at the Mike," features live scenes of a professional announcer speaking the message desired and is suitable for any type of announcement. The man appears to be talking, but in reality his lips are behind the mike and patrons cannot see the actual pronunciation of words.

Another of these talking trailers is "The Clown At The Mike" and features live scenes of a costumed clown. It is an especially effective way of reaching pint-size patrons.











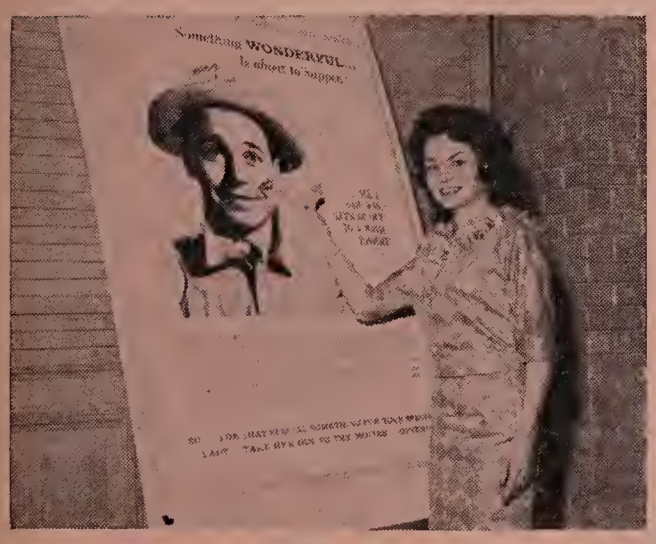




CIRCUIT BOOSTS "SOMETHING WONDERFUL"

AN EXCITING new "institutional" advertising campaign, revolutionary in concept and approach, and designed to "hard-sell" going to the movies has been launched by National Theatres. The campaign, which uses as a theme line—Something WONDERFUL . . . Is About to Happen!—will be conducted over a 13-week period. The aim is to emphasize the fun, the color and excitement of "going out to the movies."

First city to put the campaign into action is San Diego, with the theatres working in co-operation with the San Diego Union and Evening Tribune newspapers.



Barbara Springford, National Theatre receptionist, points to one of the special poster blowups of the new institutional ad campaign. The blowups will be used in all NT lobbies.

In commenting on the San Diego promotion, Pacific Coast Division Manager William Thedford said that the campaign is not expected to stimulate immediate boxoffice sales in the manner that a direct sell on individual attractions will do.

"Its purpose is to help make the public more conscious of our theatres, to cultivate a favorable impression in their minds when they think about going out to the movies, and to make them more receptive to our direct picture-selling advertising.

"This is a function that has been neglected, and in many cases completely ignored, for a good many years. We feel the time is right to engage in a massive campaign to let the public know that theatres are still very much alive, still very much a part of the nation's entertainment activities.

"While there have been certain noteworthy attempts to 'institutionalize' our industry with brief slogans, we have not had a real concerted campaign to do this job with solid selling copy and art. This is such a campaign and we feel the long range benefits, both to our theatres and to the industry, can be invaluable."

To activate the campaign, District Manager Ernie Sturm met with top executives of the Union and the Evening Tribune. He pointed out to them that theatre business is good and getting better, that the theatres are solid advertisers, week in and week out, the year round. He emphasized that the theatres will remain good advertisers as long as their business remains vital and healthy. And one way the newspapers can help insure that vitality is to keep their readers interested in "going to the movies."

The San Diego "plan of execution" is one that can be followed in nearly every town in which the theatre men have good relations with their newspapers. Here is the way it is working:

The theatres supply the ads and mats, ranging in size from approximately 30 to 40 inches each. Once a week, for 13 weeks, the newspapers will run an ad, pointing up the fun, color and excitement of "going out to the movies." In exchange for the newspapers running the ads, the theatres will run a 30 to 40 second promotional trailer for the newspapers. The trailers carry copy on various features, columnists, services, etc., available in the Union and the Evening Tribune. (In San Diego, both the morning and afternoon papers are published by the same company). The trailers are prepared and paid for by the newspapers. The trailers, run by Fox West Coast Theatres (an NT Division), as well as by other houses which are participating in the project, will run for 13 weeks. In other words, the theatres are "trading" screen time for

(*Continued on page EX-328*)

COMPANY ASSISTS

MGM has completed arrangements with both Revell Inc. and the Ideal Toy Company for models of HMS Bounty to be manufactured and distributed, marking a unique double tie-up for "Mutiny On The Bounty". Revell will distribute a do-it-yourself kit, complete with photographs of the Bounty in action, and a text piece on the making of the film. The Ideal Toy Company's "Bounty" will also be complete with information on the film. The basic difference in product is that the latter model comes already assembled.

U-I has set a national tie-up with Movie Star Lingerie built around a new color, Sunset Gold, inspired by "The Last Sunset" and the "Pretty Little Girl In A Yellow Dress", theme song in this new film. As part of the tie-up which involves Movie Star's new under-garments and sleep-wear in 15 key cities, participating department store outlets will feature a special contest tied in with the promotion whereby entrants will be asked to write in and describe their "best romantic sunset". Letters are to be judged by local women's page editors and television personalities with the winner receiving a complete line of Movie Star Lingerie. Special display material is being provided Movie Star dealers from coast to coast to be used in tie-ups with local theatres, including store window and counter cards. Fawcett Publications' Gold Medal Books has just published a pocket edition of "The Last Sunset" and has developed three promotional pieces, a book rack card, a window streamer and a sticker, all of which urge the public to read the book and see the movie. The original title of the book was "Sundown At Crazy Horse," but the Gold Medal Pocket Book carries the title "The Last Sunset" with full credit to the U-I film.

PARAMOUNT in one of the important movie-book tie-ups of recent years, has had all three of its major summer releases novelized in paperback editions by leading publishers. The films and their paperback publishers are "The Pleasure Of His Company," Bantam Books; "On The Double," Pocket Books; and "The Ladies Man," Belmont Books.

LEGION AND CHAMBER OF COMMERCE HELP

(*Continued from page EX-326*)

to all the children. 3. Alamo flags were distributed in some schools where permissable and given to all children in the theatre during the first week of the run. 4. Received squibs in both Joe Beamish's chatter column as well as Mario Ross's column in the Post Standard. 5. Had a terrific telephone quiz contest arranged with WHEN radio who gave away 20 of the Alamo records to the first 25 correct answers on the year the battle of the Alamo was fought. They received hundreds of calls that ran well into the evening in spite of the fact the contest was announced early in the afternoon. 6. Several big "A" counter cards were placed in many stores and check-out counters around town. As well as a lobby display, a beautiful window was arranged in the Hotel Onondaga with Eastern Airlines. This consisted of several pictures of the Alamo along with the model gear worn by jet airmen.

All in all, a great deal of effort was put into the campaign and the boxoffice results of the picture at the Eckel Theatre more than justified it.

Collegiate "Ladies Man" Picked In Para. Contest

NEW YORK—The national college contest conducted by Paramount Pictures in conjunction with the new Jerry Lewis comedy, "The Ladies Man," has been won by Abdullah Mina, 24-year-old history major at the University of Richmond, Va.

More than 200 colleges and universities throughout the nation elected their own "Ladies Man" to participate in the country-wide competition. Mina, a Lebanese exchange student, receives an all-expenses-paid trip to Hollywood for a date with Paula Lane, one of the featured actresses in the film.

Runner-up in the national competition was 22-year-old Andrew DePino, a senior at Rider College, New Jersey, who wins a selection of furniture from Kroehler Manufacturing Company's "American Trend" collection.

Started in April, the "Ladies Man" contest was one of the most successful of its type ever attempted. Each participating school conducted a complete promotional campaign directed by a student "press agent" and supported by all campus organizations. Selection of local winners was on the basis of popularity, scholastic record and/or extra-curricular achievement.

CIRCUIT BOOSTS

(*Continued from page EX-327*)

newspaper space on a promotional basis.

Ads are run off the Amusement Pages—on Women's Pages, Sports Pages, in main news sections, etc., to reach readers who may not be regular movie-goers. The ads are bright and clean, utilizing big art and lots of white space, to command maximum attention and reader interest.

"We have laid out the campaign to run over a 13-week period," Thedford said, "because we realize this kind of 'selling' cannot penetrate in one or two or three weeks. We are attempting to formulate, and perhaps to change, a basic attitude toward motion picture theatres in the minds of large numbers of people. This can't be done overnight. But we think it can be accomplished and we feel that 13 weeks should be long enough to make an impact.

The San Diego campaign was originally set up as a "test" run in National Theatres' Pacific Coast division. But enthusiasm for the finished ads was so high among top NT executives and managers in the field that the company is now moving to set the campaign in towns and cities throughout the large circuit. District Manager Sturm reports the reaction to the first ads was excellent. "We've been getting unusually favorable comments from patrons, friends, the newspaper people, business associates and people in the motion picture industry."

The campaign was conceived and created by Paul Lyday of the NT Advertising Department, and the ads were designed by Cinema Arts in Hollywood.

"We are approaching that period of the year in which the public's interest in television reaches the low ebb and interest in 'going out to the movies' hits the high point," Thedford said. "It seems that this is the *right time* to make an all-out effort to resell the public on our theatres. And we think alert exhibitors in all parts of the country will be eager to avail themselves of this campaign.

"It can be good for their theatres, individually, and good for exhibition as a whole."

A complete set of the nine ad mats (four of which will run twice in the 13-week campaign) and glossy proofs may be ordered from Metropolitan Mat Service, 303 East Fourth Street, Los Angeles. The cost for the set is $10 and checks should accompany orders.

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CLASSIFIED ADVERTISING

Fifteen cents per word (include name ar initials, bax number and address in count). Minimum 10 wards. No cuts ar borders. 4 insertions for price af 3. Cash with capy. Clasing date: Wednesday noan preceding date of publication. Advertising arders and replies ta bax numbers shauld be addressed to: Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa. (Help and Situatians Wanted advertising not accepted. See "A-Man" CORNER an this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 346 West 44th St., New York 36, N. Y.

BUSINESS OPPORTUNITIES

FOR RENT OR SALE: 24 fully equipped Brunswick lanes, well established operating business, choicest location . . . and . . . 50′ x 120′ steel and concrete theatre in Mission, B.C. "LaSALLE," 945 Granville Street, Vancouver, B.C., Canada.

DRIVE-IN THEATRE EQUIPMENT

DRIVE-IN EQUIPMENT, Time Payments. Rebuilt E-7 Projectors, Heavy Pedestals, RCA Soundheads, Lenses, Enarcs, Generator, new 200W Amplification all for $2995.00. S.O.S., 602 W. 52nd, New York 19.

EQUIPMENT WANTED

WANTED: Two Tubular Rectifiers to pull around 60 amps or more. AMERICAN THEATRE, East Chicago, Indiana.

FILM SLIDES

FILM SLIDES. Copypress. 2236 Fifth Ave., Ft. Worth 10, Texas.

NEW EQUIPMENT

SAVE WITH MASONITE MARQUEE LETTERS, fit Wagner, Adler, Bevelite. Black or red. 4″—40¢; 8″—60¢; 10″—75¢; 12″—$1.00; 14″—$1.50; 16″—$1.75; 17″—$2.00; 24″—$3.00 (10% discount 100 letters or over $60.00 list). S.O.S., 602 W. 52nd., New York 19.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 160 Hermitage Avenue, Nashville, Tennessee.

SENSATIONAL SEATING SAVINGS! American, Heywood, Ideal chairs from $8.45. Send for Chair Bulletin. S.O.S., 602 W. 52nd, New York 19.

THEATRES FOR SALE

THEATRE FOR SALE OR LEASE. York Theatre, Athol, Mass. 1200 seats—National release. Excellent condition—to settle estate. Write ABE GARBOSE, 8 Parker Street, Gardner, Mass.

FOR SALE: Beautiful 350-car Drive-In Theatre. 12,000 population, college town, county seat, plus 4,000 students. Located in the Blue Grass section, 3 miles north of Richmond, Ky. U.S. 25, Lexington Road. Reason: dissolving partnership. A $1,000,000 investment, fine opportunity for qualified and financially sound theatremen. R.C.A. equipment, modern concession buildings. Theatre built on part of 16 acres, to be appreciated should be seen. For further information write: MOSE REDA, London, Kentucky.

THEATRE FOR LEASE

MODERN, 750 seats, Central location, low rent, equipment optional. Air conditioned, available now. Write MARION ECHOLS, 201 Lenox Ave., Norfolk, Va.

THEATRES WANTED

THEATRES REQUIRED. American, Canada (suitable first run). Several for rental. BOVILSKY, 34 Batson Street, Glasgow, Scotland.

USED EQUIPMENT

BEST BUYS! New RCA 40 ampere rectifiers, $195.00 pair; RCA rotary stabilizer soundheads, good condition $145.00 pair; New RCA 35 watt amplifiers $175.00; E7 intermittents, rebuilt, $79.50; Thousand other bargains. STAR CINEMA SUPPLY, 621 West 55th Street, New York 19.

WINDOW CARDS

WEEKLY THEATRE and DRIVE-IN CARDS, 100—14 x 22—$6.00. All colors. Other prices and sizes on request. 1,000 Passes printed FREE with your first week's order! WINN PRINTING, 5809 Woodland Avenue, Philadelphia 43, Pennsylvania.

"SHOWMANSHIP IN ADVERTISING"

Price Slashed from $7.50

Now ONLY $4.00

Order your copy, NOW, while they last!



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film baakers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking far a jab . . . ar IF you* are looking far a man . . . just describe your needs in 25 words ar less and send ta "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three cansecutive issues and then dropped. If success daes nat crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres withaut reservatian. It is not necessary ta subscribe ta MOTION PICTURE EXHIBITOR ta avail yourself of this service. Na ather industry trade paper affers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this prepanderantly male business, she shauld specify her sex.**

LICENSED PROJECTIONIST, 25 years experience, alsa matian picture labaratary technician. Gaad ideas. Married, na children, live in N.Y.C. Wauld relacate in Flarida ar California with right party, only. **BOX B614, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

PROJECTIONIST: Thoroughly experienced all phases 70/35mm equipment, canventianal and drive-in operatian, desires permanent employment. Prefer sauthern Califarnia area. Reliable, saber, dependable. Gaad references. Will relocate with right party. **BOX B67, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

OFFICE MANAGER wanted far film distributor in Cleveland area. Please send backgraund and all pertinent infarmation in first letter. **BOX A614, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

WANTED: Experienced Theatre Manager far an Art Hause Operation. Reply **BOX A67, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

RESOURCEFUL and Energetic Praiectianist (ar manager and explaitatian) available in Navember. Want ta move ta warmer climate. Single, 32, and dependable. Teetataler, nan-smaker. **ROBERT H. PIKE, PO Box 92, Kittery, Maine.**

Address all correspondence to— ***The A-MAN Corner*** { **Motion Picture Exhibitor**
317 Narth Braad St., Phila. 7, Pa.

Yes . . . **I want my own personal copy of**

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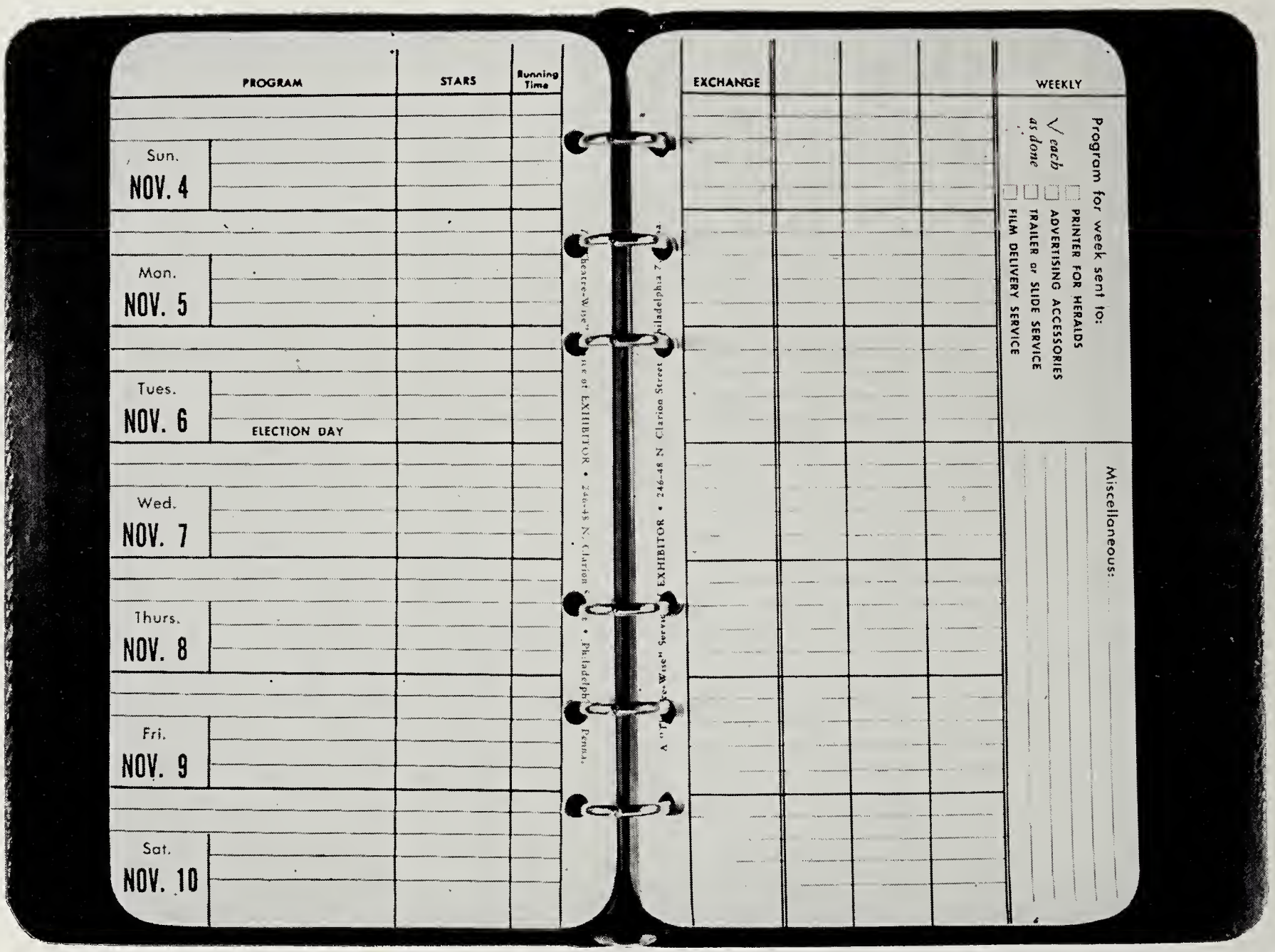
Clip and Mail Today to
317 N. Broad St.
Phila. 7, Pa.

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"Pocket-Size" DATE BOOK

Compiled into a full yearly set of dated sheets (120 pages) . . . Punched for a standard 6-ring binder . . . All holidays indicated . . . Ample space for clear records.



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PRICE: 70c per yearly set of sheets, without binder
(Including Postage)



"Pocket-Size" BINDER →

A black, flexible leatherette binder equipped with 6-rings and thumb-tip closure, designed to hold a one-year supply of "Pocket-Size" DATE BOOK FORMS. Has inside pocket for the safe-keeping of loose papers.

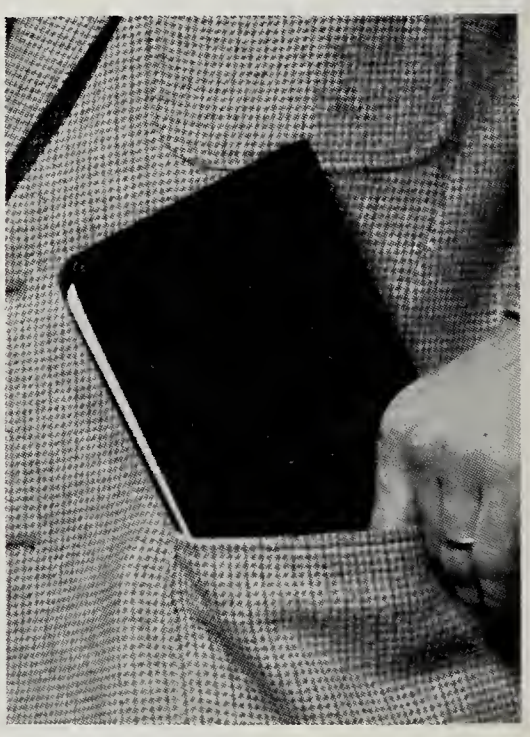
PRICE: $1.30 each

← "Pocket-Size" ZIPPER CASE

A yellow, genuine Pig-skin, zipper enclosed, small briefcase, equipped with 6-rings and thumb-tip closure. All features of the above binder and two inside pockets for the safe-keeping of loose papers.

PRICE: $5.00 each **(Tax included)**

UNEXCELLED QUALITY . . . for the theatre executive who prefers a small, compact DATE BOOK



NOTE TO THEATRE SUBSCRIBERS: ***The above Forms and Binders are designed, prepared and warehoused as a PLUS-SERVICE to you, our friends. They will not be sold to anyone else at any price!***

MOTION PICTURE

EXHIBITOR

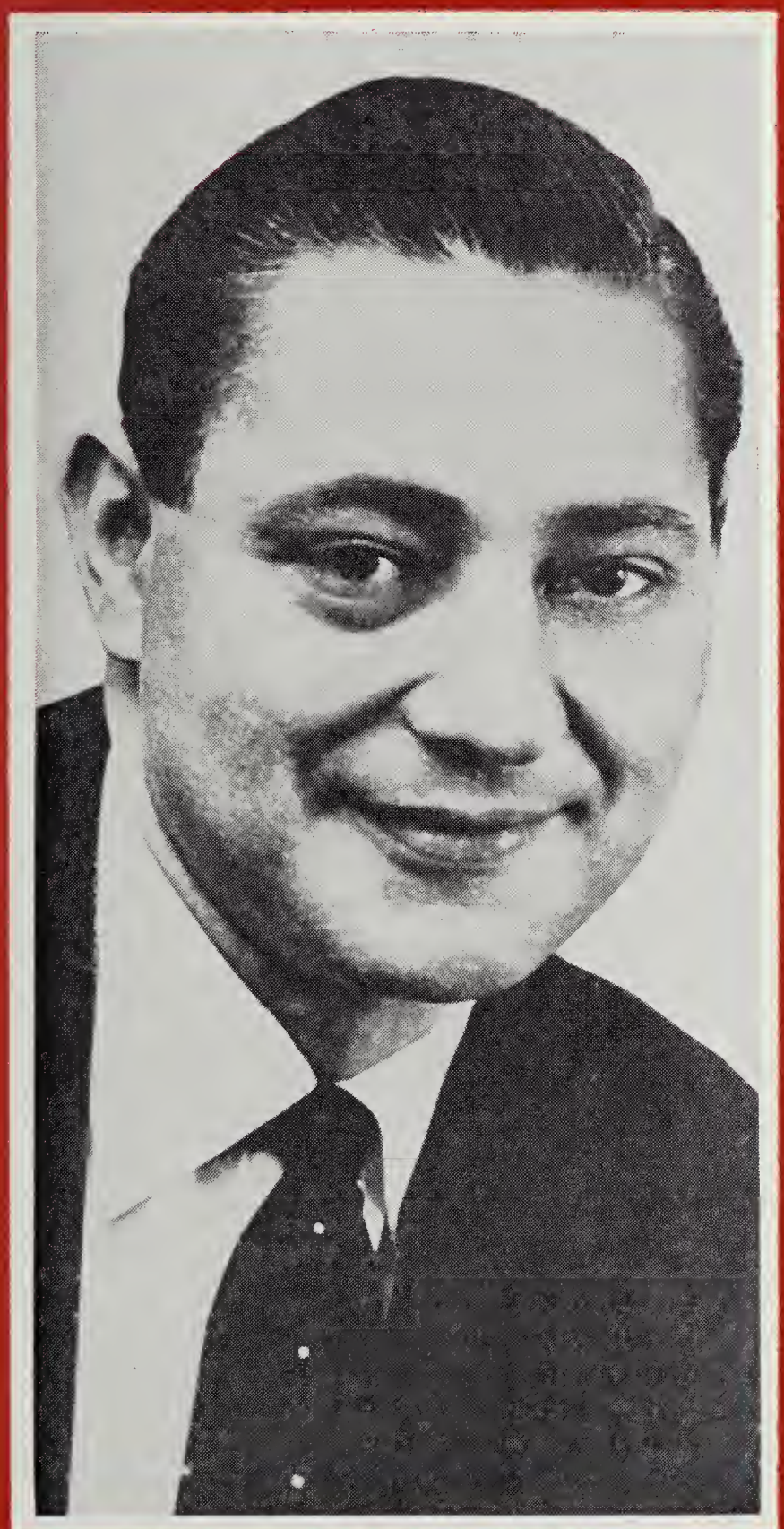
Plus...

SHOWMEN'S TRADE REVIEW

Founded in 1933 by
CHARLES E. "Chick" LEWIS

JUNE 21, 1961 Volume 66 Number 3

IN TWO SECTIONS • THIS IS SECTION ONE



UA Adopts New Film Rental Pact

(See Page 7)

RKO Dedicates Drive To Mandel

(See Page 9)

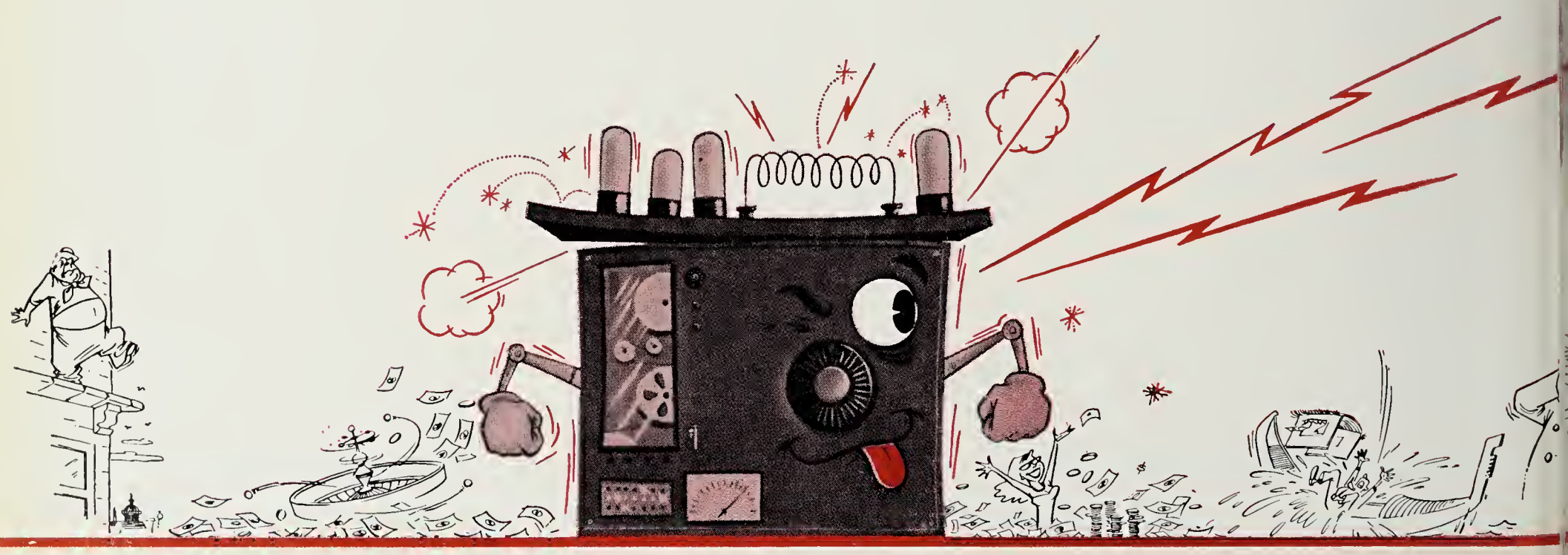
Arnold M. Picker has been named executive vice-president of United Artists. He will supervise and direct domestic as well as foreign distribution and the overall operation of the company.

Information — A Potent Weapon . . . see editorial—page 5

Fits either sex...
and makes nothing
but laughter!

The HONEYMOON M

FUNNIEST COMEDY IDEA



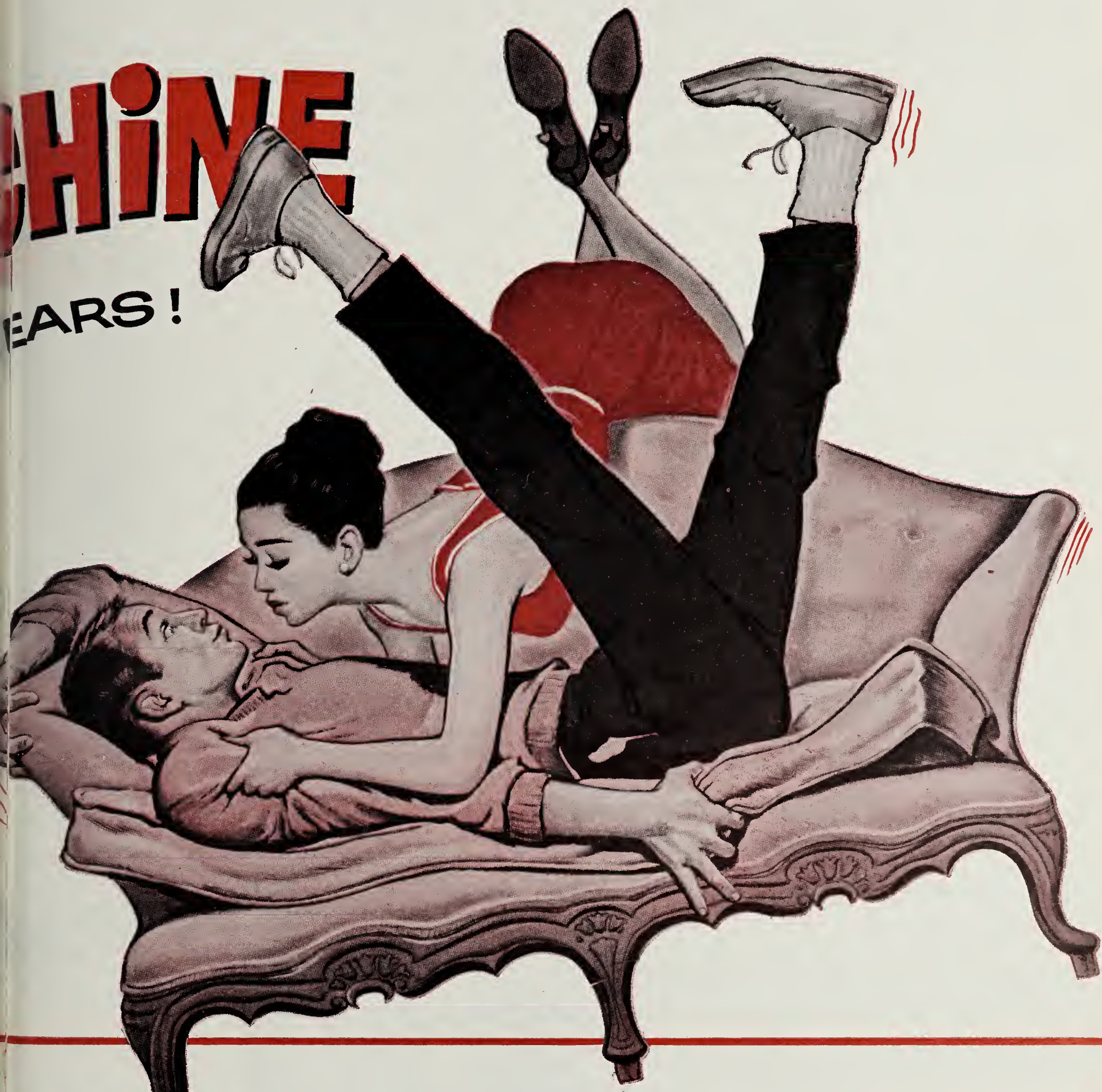
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Metro·Goldwyn·Mayer presents
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CHINE

EARS !



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Based on the Play "THE GOLDEN FLEECING" by LORENZO SEMPLE, Jr.

From the producer who made
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Screen Play by
GEORGE WELLS

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Produced by
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UNIQUE DOUBLE TV NETWORK CAMPAIGN heads 20th's Two Billion Impressions for

Snow White and the Three Stooges

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U.S. World Olympic Skating Champion

Carol Heiss

as Snow White

Unprecedented saturation for one full month on 7 prime time shows over ABC and NBC (370 stations combined)...reaching 51,000,000 different unduplicated homes...or 79% of the total population!

IN ADDITION—All these to cast a spell at your boxoffice!

Enchanting 4-color Comic Strip Ad!
in all Puck Comic Weekly Newspapers!

Spellbinding! 5 Free TV Publicity Shorts!
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Bewitching Soundtrack Album!
backed by hefty Columbia Records Campaign!

Entrancing Song Promotion!
"A Place Called Happiness" on 3 singles–Anita Bryant (Carleton), Dorothy Collins (Gold Eagle), The Bluebells (20th-Fox)!

Glamorous Star Tours Around Country!
Carol Heiss & The 3 Stooges
Now Under Way!

Special Local TV Ad Spots Featuring Stooges!
in addition to the regular, opulent spots!



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43 Years of Service to the Theatre Industry

Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 317 North Broad Street, Philadelphia 7, Pennsylvania. New York field office: 8 East 52nd Street, New York 22. West Coast field office: Paul Manning, 454 S. Rexford Drive, Beverly Hills, Calif. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and general manager; Albert Erlick, editor; M. R. (Mrs. "Chick") Lewis, associate editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada, and Pan-American countries, $5 per year (52 issues). Special rates for two and three years on application. Second class postage paid at Philadelphia, Pennsylvania. Address all official communications to the Philadelphia publishing office.

MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 3

JUNE 21, 1961



INFORMATION—A POTENT WEAPON

A FEW WEEKS AGO, we reprinted an unsigned communication from a Boston distributor who accused us of attacking distributors unjustly. We did so as our right although in 34 years it marked only the second such unsigned letter published (not a bad record). This compares to more than 900 signed letters from the industry at large published in the past two years.

Following publication of the Boston diatribe and our answer to the baseless charges, we received many compliments both from exhibition and distribution, with only one negative reaction, which questioned the wisdom of printing any unsigned letter rather than our position.

Many of these follow-up letters, whose authors had the courage to sign their names to their beliefs, recounted other industry abuses. In the belief that the best weapon against unfair practices is exposing them, here are some examples.

Many exhibitors complained that certain distributors will allow exhibitors to advertise their films only on terms set by distribution. This is an example of what we call "ivory tower" thinking, which completely loses sight of the fact that the exhibitor is and should be the best judge of how a particular film should be sold in his area for best results. To have an inflexible policy set by a producer's representative thousands of miles removed from the scene is foolish indeed.

Another beef was that distributors, despite paying lip service to the principles of orderly release, continue to release their big hits at holiday time, during which period the exhibitor, who has been starving for top product, can't possibly take advantage of all the good films available.

We have also been informed by wondering theatremen that films with family appeal are being pushed into release with dates being demanded while the school season is on. This loses sight of the fact that a short delay might well increase the business potential of such features many times. Also, independent theatremen complain that they are not able to double feature a top release on opening day in key city runs with the film that has preceded it in the house, as has been their policy. Exhibitors are told such an action will hurt the film's prestige. Yet, an important circuit can get away with the same practice despite distributor disapproval.

Another new "gimmick" creating much resentment is the disregarding of approved sliding scale terms on certain playdates, with the distributor demanding additional percentage after the engagement. On the other hand, we have irrefutable information to the effect that certain distributors sell their films to big circuit situations at prices that would make any independent exhibitor's mouth water.

It is our intention to continue to focus attention on such malpractices in the belief that an informed and aroused readership is the best way to combat industry injustice.

EVERYONE IS A BUSINESSMAN

WE WERE DISCUSSING changing patterns in the production field with an experienced executive, who said, "We're just in distribution, releasing product made by independents. We no longer have a voice in story selection, director, supporting cast, or advertising policy."

The results of certain supposed "blockbusters" bear him out. Ads created by advertising departments merely carried out the whims of certain "stars," whose agent, to prove his ability to negotiate a better contract than the fellow across the street, had placed him in the picture for a fancy 15 to 50 per cent of the gross with a guaranteed salary besides. The fortunate few whose presence in a picture is supposed to guarantee financial success (but often does not) are all in business for themselves these days merely to save paying taxes. With absolutely no money of their own invested, they proceed to be not only the star of the film but the business brains as well.

What qualifications have they to assume the complex responsibilities of production, advertising, etc? No one seems to care.

Dave Lipton, Universal's advertising chief, suggested recently that press books contain the legal guarantees of billing, etc., insisted upon by these personalities or their agents so that theatremen could see the almost insurmountable difficulties encountered in trying to create imaginative, effective advertising. Along the same line, we can think of quite a few so-called stars with fancy guarantees who not only failed to bring in a profit at the boxoffice but cause theatres to lose a great deal of money.

A truism would seem to be that artists make lousy businessmen. There are a few exceptions, of course, but they serve to prove the rule. An all-consuming greed and desire to bleed the industry white at contract time, on the part of personalities who were built by the studio brains they now seek to supplant, is a sure way to suicide.

Let the actors act; let the producers produce; let the ad men create the ads. Then perhaps the exhibitor can play good films at fair terms. But that is too simple an arrangement and would leave the high-pressure boys at the agencies and the legal minds that create more problems than they solve with nothing to do.

We can't have that, can we?

A HARD ACT TO FOLLOW

MEL FOX, Philadelphia area exhibitor, recently called our attention to an ad for a Trenton, N.J., drive-in proclaiming what they called "the biggest twin-bill ever." The program included Paramount's "ONE-EYED JACKS" and UA's "THE ALAMO."

Now how do you follow that booking? Probably with "GONE WITH THE WIND" and "BEN HUR." Also, if any exhibitor in the "sucker" territory of Philadelphia tried to arrange such a booking, he'd be laughed out of the distributor's office.

We can't help but wonder which film is the "lower half." We know many an exhibitor who wishes he could buy either of these attractions before it has been squeezed dry of its boxoffice potential.

Oh well, we have stopped expecting this business to make sense.

NEWS CAPSULES

BROADWAY GROSSES

Several Pix End Runs

"WILD IN THE COUNTRY" (20th-Fox). Paramount claimed the second session was $15,000.

"THE PLEASURE OF HIS COMPANY" (Paramount). Radio City Music Hall tallied $91,000 Thursday through Sunday, with the third week sure of $140,000. Stage show.

"ATLANTIS, THE LOST CONTINENT" (MGM). Capitol reported $11,000 for the fourth and last week.

"GONE WITH THE WIND" (MGM). Loew's State announced $19,000 for the eighth week.

"EXODUS" (UA). Warner stated the 27th road show week was $37,000.

"SPARTACUS" (U-I). DeMille claimed $25,000 for the 37th week with a new policy of three performances daily and no reserved seats.

"THE LAST TIME I SAW ARCHIE" (UA). Victoria announced $12,000 for the fourth week.

"THE YOUNG SAVAGES" (UA). Astor reported $14,000 for the fourth week.

"RAISIN IN THE SUN" (Col.). Forum claimed $8,500 for the 12th week.

"PEPE" (Col.). Criterion announced $13,000 for the last eight days, including the 26th week.

"ON THE DOUBLE" (Paramount). Rivoli had $11,500 for the fifth and last week.

"THE LAST SUNSET" (U-I). RKO Palace estimated the first week at $29,000.

Para.'s Smith To Retire

PHILADELPHIA—Ulrik Smith, Paramount branch manager, announced his retirement after more than 47 years with the company, to be effective on Aug. 29. The distribution veteran is highly regarded by exhibition and Film Row personnel alike for his fairness and honesty. There has been no announcement of a successor.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JUNE 19

Picker Named U.A. Executive Vice-Prexy

NEW YORK—Arthur B. Krim, president of United Artists, announced the appointment of Arnold M. Picker as executive vice-president. In his new capacity, Picker will supervise and direct domestic as well as foreign distribution and the overall operation of the company.

James R. Velde, vice-president and sales manager for United States and Canada, will continue in his present capacity.

Vincent S. Giovinco has been elected assistant controller of United Artists, it was announced by Joseph Ende, UA vice-president, controller, and assistant treasurer.

Pathe Forms New Firm

LOS ANGELES—Pathe Laboratories, Inc., has formed a wholly owned subsidiary, Sutton Pictures Corporation, which will acquire completed features for world wide distribution. Budd Rogers is president of the new company, James S. Burkett is vice-president, and Paul Connelly is secretary-treasurer.

First completed feature acquired by Sutton is Argo Productions' "The Uustoppable Man," starring Cameron Mitchell, produced by Jack Lamont. This picture will be released during July.

A year ago Pathe formed Pathe-America Distributing Co., Inc., to finance, produce and release feature productions previously approved by a special committee of exhibitors located throughout the U. S.

Hospital Dedication Set

NEW YORK—Dedication ceremonies for three new buildings at the Will Rogers Memorial Hospital, Saranac Lake, N.Y., are expected to attract a record attendance of industry personnel on June 23, it was announced by Hospital president A. Montague.



Barney Balaban, Paramount president, is shown, third from left, receiving the David Ben-Gurion plaque for notable service to Israel's people. Presenting the award to Balaban is Edward B. Lawson, first U.S. Ambassador to Israel (third from right). Presentation was made at a 74th birthday celebration given in Balaban's honor at United Jewish Appeal New York headquarters. Balaban was cited for his "outstanding leadership, devotion, and vision in the service of philanthropy."

FILM FAMILY ALBUM

Gold Bands

Susan Boasberg, daughter of **Mr. and Mrs. Charles Boasberg** of New York City, and **Richard J. Udell,** son of **Mr. and Mrs. Sidney Udell,** Beverly Hills, Cal., were married at the Hotel Gotham on June 18. The bride's father is general sales manager of Warner Brothers Pictures and president of Warner Brothers Pictures Distributing Corporation.

Michael Gravitz, son of **Phil Gravitz,** MGM's New York branch manager, was married to **Barbara Baraban.**

Stephen Morris, United Artists Record Company, married **Marlene Beth Kraus** on June 18 at Temple Israel, Lawrence, Long Island. Morris is the son of **Larry Morris,** vice-president, B. S. Moss Theatres, New York City.

Diamond Rings

Ronne Levine, daughter of **Mr. and Mrs. Ben Levine,** United Artists Associated, Inc., foreign division booking department, announced her engagement to **Mark Paul Steingard.** Both are college students and intend to marry next year on her 20th birthday.

Obituaries

John Dallas Brinkley, 55, Valdese, N. C., president of the Colonial chain of motion picture theatres and president of Gastonia Affiliated Theatres, Gastonia, N. C., died. A former mayor of Valdese, he is survived by his widow, five sons, three brothers, and five sisters.

Actor **Jeff Chandler,** 42, died in Culver City, Cal., Hospital of blood poisoning stemming from an infection after three operations in an attempt to cure a back injury. It is said that he gave his life to finish filming "Merrill's Marauders" in the Philippines. He is survived by his mother, father, and former wife, Marjorie Moshelle, and two children, a boy and a girl.

Mark R. Chartrand, 49, director of public relations for Wometco Theatres, died at his Miami Beach, Fla., home of a heart attack. He had been with Wometco since 1927. He is survived by his widow, two sons and a daughter.

Daniel C. Collins, studio patent expert in sound films, died in New Rochelle, N.Y. Collins, once a director of Universal Pictures, was recently a director of Talking Pictures Service of New York.

George P. Heller, 60, founder, Drive-In Theatre Manufacturing Company, died at St. Luke's Hospital, Kansas City, of cancer. He was the retired chairman of the board of the DITMCO Company, the original name of the company which he formed in 1948. He is survived by his wife, four sisters, a half brother, and a stepbrother.

John Ziegler, husband of United Artists' Philadelphia exchange office manager, **Elizabeth (Miss Mac) McCaffery,** died in Atlantic City Hospital, Atlantic City, N.J. The Motion Picture Associates of Philadelphia had sent out an S.O.S. for blood donors prior to his death.

UA Adopts New Film Rental Contract

Abilene Drive-In Tests "Sunday" Censor Rule

ABILENE, TEX.—Mrs. Katherine Jacobs, Tower Twin Drive-In, prepared to test this city's censorship board this week when she played "Never On Sunday" at her theatre without designating it a class "C" film.

The nine-member censorship board here reviews films and puts a classification on them. "Never On Sunday," a film which deals with prostitution, was given a "C" or adult rating. The board states that films with this rating must be so designated by the exhibitor. The rating means that the film has been found to be objectionable and that persons not yet 18 years of age may not enter the theatre unless accompanied by a parent or guardian. The Abilene ordinance rules that parents allowing their children to attend, and theatres allowing the children to enter the theatre, may be subjected to a fine from $10 to $200 for each separate violation of the ordinance.

Although the Review Board of Theatrical Entertainment did not see "Never On Sunday," it gave the film a "C" rating based on second-hand gathered facts. Joe D. Pride, board chairman, contacted members of the board Thursday morning in an effort to get them to see the film so a first-hand rating could be given before the picture played at the open-air theatre.

The theatre's counsel, Mrs. Beverly Tarpley, stated that the management will play the film no matter what the board decides. And if the board prosecutes for criminal action, Mrs. Tarpley explained, the management will vigorously attack the constitutionality of the ordinance.

Col. Toppers Meet

HOLLYWOOD—A. Schneider, president of Columbia Pictures; A. Montague, executive vice-president; Leo Jaffe, first vice-president and treasurer; and Paul N. Lazarus, Jr., vice-president, are in Hollywood to attend a series of top-level conferences at the west coast studios with Samuel J. Briskin, vice-president in charge of west coast operations; Sol Schwartz, Irving Briskin, Gordon Stulberg, all vice-presidents; and Arthur Kramer, Briskin's executive assistant.

These "summit meetings" will encompass all phases of the company's current and future production activities with the top executives planning an over-all review of Columbia's world-wide film-making policies.

M. J. Frankovich, Columbia vice-president in charge of British and Continental production activities, is also attending.

"No Love" To Embassy

NEW YORK—"No Love for Johnnie," the new British drama starring Peter Finch, has been acquired for distribution throughout the United States by Joseph E. Levine's Embassy Pictures Corp. The agreement was completed by Levine and Frank Fisher, representing the Rank Organization, producers of the film.

"No Love for Johnnie" marks another major entry into the serious film market by Levine. His presentation of Vittorio De Sica's "Two Women" is now in its sixth week at New York's Sutton and is being readied for national release.

MPAA Committee Set To Plan Promotion Project

NEW YORK — MPAA advertising-publicity directors committee recently formed a sub-committee to help COMPO's project for an all-industry promotion. Paramount's Martin Davis, committee head, named four to the new group.

Members are Robert Ferguson, Columbia, chairman; Philip Gerard, Universal; Fred Goldberg, UA; and Emery Austin, MGM.

The sub-committee will devise a plan for promotion for films scheduled for September through December release, and the plan will be voted on by both MPAA and COMPO. $10,000 has been set aside by COMPO as a working fund and other money is expected to be contributed by individual distributors. No final figure for finances has been set.

Second Montreal Film Festival Set

MONTREAL—The Second Montreal International Film Festival will take place from the Aug. 11 to 17, it was announced by Pierre Juneau, chairman of the Festival.

Of the 15 features to be shown more than half are definetly confirmed. Titles include Joseph Losey's "The Criminal"; the Czechoslovakian "Romeo, Juliet And Darkness"; Jacques Demy's "Lola"; Jean Rouch's "La Pyramide Humaine"; Luis Bunuel's "The Young One"; and the Polish "Panic On A Train." More than 25 shorts also will be screened.

A special feature of this year's Festival will be a three day International Seminar on the creative aspects of film-making, to which 20 film directors have been invited from the U. S. and Europe. The seminar will be held from Aug. 8 to 11. As of this date, Joseph Losey, Alexieff, and Jacques Demy have accepted. French director Jean Rouch has tendered a tentative acceptance.

Also concurrent with the Festival will be a series of morning screenings devoted entirely to scientific and educational films, 25 of which have been selected.

Gross Receipts Defined; Right To Audit Exhib's Books, Penalty For Pulled Picture Included In Pact

NEW YORK—A new standard contract has been adopted by United Artists which better defines many conditions only implied in the former contact for film rentals. The new form also requires the manager or owner to countersign the box office statements, which are often signed only by the treasurer or cashier.

James R. Velde, vice-president in charge of domestic sales, said that the three significant changes include a definition of gross receipts as all monies paid at the box office for admittance to the theatre; the right to audit an exhibitor's books by the company; and provisions for the proportionate increase of UA percentage on any picture that was "pulled" before the completion of its contracted run.

Velde explained that the new countersigning provision was put into the contract in order to designate responsibility for the accuracy of the box office tallies.

The new UA contract defines gross receipts as follows: "Gross receipts for the purpose of computing the percentage license fee, shall consist of all moneys (exclusive only of admission taxes required by law to be collected from the patrons) received for the privilege of entry to the theatre premises on each exhibition date hereunder, regardless of when or where paid; and unless otherwise expressly authorized in the schedule here or in writing by the distributor, shall include all moneys so collected from the patrons for the availability, inside or outside the theatre premises, of any services, facilities, or of any allowances, discounts, or rebates in connection therewith, or of any other entertainment on the program with the percentage picture."

UA pointed out that this definition did not include concession receipts.

Roach Joins MGM

NEW YORK—Hal Roach, whose name is synonymous with the golden age of screen comedy, left for England to produce and direct a series of comedies for MGM.



M. Spencer Leve, recently retired vice-president of NT & T, and Lloyd C. Ownbey, west coast national theatre supply division manager, hold plaques as recipients of the First Annual Outstanding Achievement Awards given by the Film Row Club of Los Angeles, a philanthropic organization composed of industry workers. W. "Bill" Watmough, left, WB L. A. film exchange, and Bert Pirosh, right, Pacific D-I Theatres, presented the awards.

UA First Quarter Earnings Top '60 As All Divisions Register Profits

NEW YORK—At the annual United Artists stockholders meeting, chairman of the board Robert S. Benjamin reported an 11.6 per cent increase in net earnings for the first quarter of 1961 over 1960, and president Arthur B. Krim announced a three-year program of completed motion pictures and pictures in production which he characterized as unprecedented in the history of the company and of the motion picture industry.

UA's gross world-wide income for the first quarter of 1961 totalled $26,965,000 against $23,188,000 for the like period in 1960, Benjamin told shareholders gathered at the Astor Theatre on Broadway.

First quarter net earnings for 1961 after provision for income taxes of $820,000 were $879,000, compared with net earnings of $788,000 for the comparable period of the previous year.

The quarterly net represents earnings of 51 cents per share on the 1,713,621 shares outstanding on April 1, 1961. This compares with net earnings of 46 cents per share for the first quarter of 1960, after adjusting the shares then outstanding to the number outstanding on April 1, 1961.

United Artists previously reported a record net of $4,295,000 for 1960 on an all-time high company gross of $108,531,000. The 1960 net earnings included a special credit of $797,000, after provision for related taxes on income arising from adjustment of prior years' reserves.

Krim also announced that all divisions of United Artists, including Lopert Films, United Artists Records, UAA Television, and ZIV-UA-TV were operating at a profit with future growth anticipated.

The following pictures were named as highlights of the unprecedented inventory of future releases:

Completed films scheduled for release during the remainder of 1961 include "By Love Possessed," "The Naked Edge," "Goodbye Again," "The Young Doctors," "Town Without Pity," "Paris Blues," "Something Wild," and "Birdman of Alcatraz."

Also scheduled for release in 1961 are two road show presentations: "West Side Story" and "Judgment at Nuremberg."

Pictures completed or shooting for release in the first half of 1962 are "Pocketful of Miracles," produced and directed by Frank Capra, starring Glenn Ford, Bette Davis, Hope Lange and Arthur O'Connell; "One, Two, Three," a Mirisch Company presentation, starring James Cagney, Arlene Francis, Horst Buchholz, and Pamela Tiffin, produced and directed by Billy Wilder; "Road to Hong Kong," produced and directed by Norman Panama and Melvin Frank, starring Bob Hope and Bing Crosby; "Pioneer, Go Home!," starring Elvis Presley, directed by Gordon Douglas, produced by David Weisbart; "Jack the Giant Killer," produced by Edward Small, directed by Jerry Juran, starring Kerwin Mathews and Judi Meredith; "The Oldest Confession," starring Rex Harrison and Rita Hayworth, produced by James Hill, directed by George Marshall; "Badlands," produced by Frank Sinatra, directed by John Sturges, starring Frank Sinatra, Dean Martin, Peter Lawford, Sammy Davis, Jr. and Joey Bishop; "S.S. Phedra" produced and directed by Jules Dassin, starring Melina Mercouri, Anthony Perkins, and Raf Vallone; "The Miracle Worker," starring Anne Bancroft and Patty Duke, produced by Fred Coe, directed by Arthur Penn; and "Infamous," a Mirisch Company presentation, starring Audrey Hepburn, Shirley Maclaine, and James Garner, produced and directed by William Wyler, based on "The Children's Hour" by Lillian Hellman.

Pictures scheduled to go into production in the near future for release in the second half of 1962 include "Taras Bulba," a Harold Hecht production, starring Tony Curtis; "Toys in the Attic," a Mirisch Company presentation, starring Dean Martin; "Two for the Seesaw," a Mirisch Company presentation in association with Seven Arts Productions, starring Shirley MacLaine; "Advise and Consent," produced and directed by Otto Preminger; "Kid Galahad," a Mirisch Company presentation, starring Elvis Presley, produced by David Weisbart; and "Five Pieces of Maria," produced and directed by Norman Panama and Melvin Frank, starring Danny Kaye and Sophia Loren.

Pictures now scheduled to shoot early in 1962 for release during the first half of 1963 are "The Best Man," produced and directed by Frank Capra; "Hawaii," a Mirisch Company presentation, produced and directed by Fred Zinnemann; "Irma La Douce," a Mirisch Company presentation, produced and directed by Billy Wilder, starring Jack Lemmon, Shirley MacLaine, and Charles Laughton; "The Last of the Just," produced and directed by Jules Dassin; "Roman Candle," a Mirisch Company presentation, starring Shirley MacLaine; "The Well at Ras Daga," a DRM Production, starring Robert Mitchum; and "The Great Train Robbery," starring Frank Sinatra, Dean Martin, Peter Lawford, Sammy Davis, Jr., and Joey Bishop.



James R. Velde (right), UA vice-president in charge of domestic sales, and Fred Goldberg, executive director of advertising, publicity, and exploitation, survey a U. S. map with flashing lights denoting the 12 cities where UA will give "living pressbook" demonstrations for "The Naked Edge."

Detroit Booth Sold

DETROIT—On July 15, the Booth closes its doors forever. Milton H. London, who owns the property, states the operation has proved profitable.

However, his next-door neighbor, the Gregory Boat Company, requires additional space for a showroom for large craft. The location of the theatre and the ease with which its auditorium can be so converted evidently led to offering London a sufficiently attractive price to persuade him to part with the house.

He will continue to operate the Midtown.

Fla. Theatres Win Legislative Battles

JACKSONVILLE — This state's theatres came through Florida's 1961 legislative session with favorable action in the areas of censorship, sales tax, daylight savings time, and blue laws, it was reported by E. Lamar Sarra, legislative chairman of the Motion Picture Exhibitors of Florida, an affiliate of the Theatre Owners of America.

In a special legislative report to MPEOF, Sarra, who is also an executive of the Florida State Theatres, advised that the theatre treatment under the state's new Decent Literature Bill, had not only earned the thanks of Governor Farris Bryant, but also was far more favorable than had been anticipated when the legislature convened.

The new law exempts theatres from prosecution under state obscenity statutes if the film shown is (1) "approved" by the National Board of Review of Motion Pictures, Inc., in its "Films in Review" monthly publication, or (2) has been "reviewed" by the Film Estimate Board of National Organizations (MPAA's "Green Sheet"), or (3) been "licensed" by the Department of Education of the State of New York. If the picture has a New York state seal, the exhibitor must be prepared to produce the New York State certificate of license, which he will get through the distributor.

Florida exhibitors had been under heavy attack, with pressure being placed on the legislature, to enact a strong censorship law. Sarra and his committee worked closely with the Governor and Legislature in the actual drafting of the new Law.

Sarra also reported that the industry had been able to retain its sales tax exemptions covering film rentals and candy and popcorn concessions sales, even in the face of efforts by the legislature to eliminate all exemptions.

Favorable action was also secured on a bill to regulate traveling shows, by placing the licensing under the State Comptroller, so that state-wide standards would be maintained, and fly-by-night operations controlled. Another measure of help to theatres was the clarification of the Home Rule provisions of the proposed new State Consitution, to limit the authority of local legislative bodies to pass taxation which has already been preempted by the state.

He also reported that a bill to permit nonprofit organizations to conduct Bingo passed the lower House, but was killed in the upper House. . .

Although bills were anticipated on Daylight Savings Time, the only measure introduced was one affecting Okaloosa County, on which no action was taken. In the area of Blue Laws, his committee succeeded in having theatres exempt from declaring Sunday as a day of rest during which time unnecessary work, labor and commercial activities would be banned. The final bill, however, died in the adjournment rush.

W. B. Shifts Branch Office

OKLAHOMA CITY—Warner Bros. has announced that its local branch is moving to new quarters and will be located in Suite 232, Commerce Exchange Building, 130 West Grand Avenue. The Oklahoma City branch formerly was located at 630 West Grand Avenue.

Tamarin Aids "Cid" Sales

NEW YORK—Alfred H. Tamarin has been named to direct the national roadshow unit and the campaign for Samuel Bronston's "El Cid," which Allied Artists will distribute throughout the western hemisphere.

Product Lack Affects U.K. Release Pattern

LONDON—Nearly two hundred producers, distributors, and exhibitors accepted John Davis' invitation to dinner to hear Kenneth Winckles and himself deliver two most important speeches on the product shortage as it affects the British market and the possible disappearance of the third releasing outlet. The outcome can have severe repercussions on American producers and, in turn, exhibitors.

For years, there have been traditionally three major releases here each week—the ABC, the Rank, and the National (formerly the Gaumont). The first two are of approximately equivalent value to the producer. The trouble lies with the third which has been affected by theatre closures and rationalization.

To illustrate the position, probably the most complete survey of approximate trading figures ever released was quoted by Davis and Winckles. They showed that on ABC a picture takes from $210,000 to $840,000, on Rank $252,000 to $980,000, and on National $98,000 to $378,000 (it must be explained that these figures include the independent and other theatres which play the release). A number of distributors have refused their product to the National release, of which, as Winckles pointed out, the Rank Organization is only a part.

Following comments on product shortage, Winckles said: "Apart from the reduction in quantity, it is our opinion that as a generalisation, and with some outstanding exception, the box office quality for this country of U.S. product has not been maintained. Contributory causes are no doubt: (a) the divorcement in the U.S. of production from exhibition—a very important factor which has had fundamental repercussions; (b) changes in control of production companies; and (c) greater control by artistes.

Winckles said the National release position was worsened by distributors who offer strong reissues to National release exhibitors, and exhibitors who could support the National release but did not always do so. He substantiated his remarks with facts. "British Lion are most reluctant to provide films for the National release. If we stand firm as often we do, the film finally goes to ABC. Regal Film sold "Hellfire Club" to ABC as a supporting subject rather than play it as a co-feature on National. . . . It will be known that Paramount has stopped trading after 25 years unbroken partnership. The real reason was our insistence that "All in a Night's Work" could not be given a Rank release but should play the National. ABC dated this and another film previously in negotiation for the Rank release ("One Eyed Jacks"). . . . "Cimarron," an MGM film, had fallen to us under a split arrangement negotiated some 12 months earlier. We insisted on a National release. The result—the film was offered to and accepted by ABC. . . . If I have referred to ABC it is to give the facts and is not a criticism of them. These examples make it clear that if the National release problem is capable of solution, all will have to cooperate."

Many of those present added their comments. Lord Archibald, Federation of British Film Makers, maintained a third circuit was essential for the good of production and the industry as a whole and suggested that when all had had time to digest the figures and arguments, representatives should meet to form a policy. Sir Tom O'Brien felt that it was not right to put all the onus on Rank and ABC and then attacked independent exhibitors for sitting on the side lines doing nothing to encourage production, a suggestion which created much dissent. Victor Chapman of Granada wanted antiquated clearances scrapped to give the fullest showing to worthwhile product. Wyndham Lewis criticised the falling standard of American films.

ABC's Sydney Lewis spoke as president of the Cinema Exhibitors Association, but only to thank Davis for his hospitality. Though present, neither Jack Goodlatte nor Bill Cartlidge of ABC spoke.

All factions of the British film industry are watching developments with interest.

RKO Circuit Dedicates New Drive To Mandel; All Employees Eligible



Photo shows patrons listening to stars of U-I's "Judgment At Nuremberg" in the lobby of the RKO Palace in New York City. Patrons lift phones to hear one of the film's stars describe the story. Bank of phones display soon will be installed at the Pantages where the film will have its west coast premiere.

NEW YORK—For the first time in its more than 75 year history, the RKO Circuit of Theatres is dedicating a drive to its President.

The RKO Theatres President's Drive to honor Harry Mandel started June 14, and will extend through the summer to Sept. 15.

The purpose of the Drive is to sell to the utmost the line-up of outstanding film fare to be presented in this period, and to promote new merchandizing ideas for extra revenue to the theatres. Suggestions for improvement of service to the public and theatre operation are also part of the campaign.

Every one of the more than 2250 RKO employees is enlisted in the Drive. This includes the theatre staffs from the manager through the assistants, cashiers, projectionists, stage hands, ushers, usheretts, doormen, matrons, porters, and attendants at the refreshment stands, as well as the home office personnel, both in New York and Wilkes Barre, Pa. This is the first time that every employee has participated in such an endeavor.

As a reward for their efforts and ideas, prizes totaling $7500 will be awarded with every employee eligible to win. These prizes will include, in addition to cash, trips to Hollywood, Las Vegas, Mexico, Bermuda, and Nassau.

Heading the Drive and coordinating the efforts of all segments of the company is Matty Polon vice-president of RKO Theatres, assisted by Tom Crehan, assistant to the president, and Fred Herkowitz, national advertising director.

Canada Pioneer Unit Again Names Bahen

MONTREAL—Art Bahen, eastern division manager for General Theatres, Quebec Ltd., was returned to office for a second term as president of the Quebec branch of the Canadian Motion Picture Pioneers at the association's 13th annual meeting held recently in the Sheraton Mount Royal Hotel.

Other officers are W. H. Giles, vice-president and chairman of finance committee; Nat Gordon, vice-president and chairman of welfare committee; Mort Prevost, secretary; William Deveault, treasurer; Phil Maurice, chairman of nominating committee; John Papineau, special events; William Mannard, chairman of membership committee; Bob Johnson, chairman of golf committee; William Trow, director of districts; and John C. Sperdakos, director of public relations.

Trustees are William Lester, president of United Theatres, Romeo Vandette, William Singleton, Thomas Cleary, and Fred Peters.

District representatives are Harold Vance for Quebec city; Maurice Phaneuf for Sherbrooke; and Gaston Robert for Three Rivers.

In the evening over 200 members and friends attended a dinner-dance. A special award was presented to Billy "Mr. Fingers" Eckstein, well-known Montreal pianist for his contribution to the field of entertainment. Special tribute was paid members who have reached the 50 year mark in the motion picture industry. This year, the recipients of the award are John Levitt and Auguste Grandchamp. Making the presentations was Frank Fisher of Toronto, international president of the Pioneers.

Pery To Paris For UA

NEW YORK—Nicky Pery recently joined United Artists as Continental sales manager, Arnold M. Picker, UA vice-president in charge of foreign distribution, announced. Pery formerly was vice president and Continental manager of Columbia Pictures International.

Pery will set up headquarters in Paris on Aug. 1, where he will work with Eric Pleskow, Continental manager for Europe and the Middle East. Pery has had long experience with foreign distribution, serving as a Columbia International vice-president who supervised Continental distribution and coordinator of European production activities.

Davis Heads NTA

NEW YORK—Leonard Davis has been elected president, chairman of the board, and chief executive officer of National Telefilm Associates, it was reported. Davis, a New York insurance specialist, and Philip L. Handsman were elected directors of National Theatres and Television in April.

Davis, who became director of NT & T as the result of a successful proxy fight, replaced Charles Glett in the NTA positions. At present, Davis is plaintiff in dissident stockholder suits against NT & T.

Mich. Unit Elects

DETROIT—According to its constitution, the recently-elected board of the Cooperative Theatres of Michigan, buyers and bookers, elected officers for the year.

Re-elected were executive vice-president Alden W. Smith, Detroit, and secretary-treasurer Milton H. London, Detroit. Elected vice-presidents were F. R. Forman, Oxford, and Lee Ward, Mt. Pleasant.



The NEW YORK Scene

By Mel Konecoff

DIRECTOR-PRODUCER Joshua Logan reported at a luncheon press conference that his Warner release "Fanny" was a compilation of the Marcel Pagnol trilogy of life on the Marseilles waterfront "Marius," "Fanny, and Cesar." While his film is based on a musical he staged on Broadway a number of years ago, it is a drama sans music. He felt that songs would have lengthened the film unnecessarily, and interrupt the story. Besides, he added, it will do better abroad without the songs which disturb audiences overseas. Instead, the Harold Rome music is used for background and as incidental accompaniment.

The film, which opens at Radio City Music Hall shortly, cost $2,900,000 with the exteriors and some interiors being filmed in Marseilles and some interiors in Paris. He hopes to visit several cities prior to openings unless a contemplated visit to the Moscow film festival July 8 to July 23, which he may attend with State Department sanction, interferes. He's the only one available to sell the film since all stars are tied up elsewhere.

Logan has three or four more features to do for Warners with the next being "Act One," the Moss Hart story, which will go before the cameras next summer. He is working on an Israeli musical, "Blue Star," with Alfred Palca, which will go on Broadway first. It will be made into a film if it is successful.

GOLD IS WHERE YOU FIND IT: Embassy Pictures has commissioned Robert Page, an authority on the life and times of Sir Henry Morgan and a pirate treasure hunter in his own right, to make a 17-city coast-to-coast promotion tour in conjunction with regional openings of Joseph E. Levine's "Morgan The Pirate."

Page's tour, according to Edward Feldman, Embassy Pictures publicity director, represents one part of an extensive national merchandising campaign including a heavy co-op advertising schedule, radio and TV saturation, book promotions, store tie-ins, etc. The tour is calculated to generate advance interest with the vast teenage audience during the summer holiday period and to reach family audiences and others via radio and TV.

Page will cover all facets of the press, social and civic organizations, schools, department stores, theatre lobby, etc. He's got a collection of pirate doodads, treasure reproductions, etc., that he will display wherever he goes, with possibly the immortal words—"Morgan sent me."

Friedman To Assist Para.'s Martin Davis

NEW YORK—Joseph Friedman has been appointed executive assistant to Martin Davis,



Paramount Pictures' director of advertising, publicity and exploitation.

Friedman, whose appointment was described by Davis as "another major step towards a more intensive coordination of Paramount's marketing and merchandising activities," will assist in the direction of all phases of the company's advertising, publicity and exploitation programs. He has been associated with Paramount for the past three years as exploitation manager.

Prior to joining Paramount in 1958, Friedman had been associated with Warner Bros. Pictures for 12 years in various executive capacities.

"Voyage" Kit Introduced

PHILADELPHIA — Irwin Allen recently staged an "Exhibitor Forum" here for approximately 200 theatremen from Pittsburgh, Baltimore, Washington, and Philadelphia. The forum was the first in Allen's 11-city tour to unveil promotion kits for "Voyage to the Bottom of the Sea," 20th-Fox sea adventure story.

Allen, who produced and directed the film, was introduced by Sam Diamond, 20th-Fox branch manager here. Diamond also helped Allen explain the promotion kit.

The "surprise kit," worth $1,250,000, includes a quarter of a million dollars TV promotion plan. The tv promotion is scheduled to start in the near future and run on the major networks until the film opens in July.

Goldstein To Europe

NEW YORK—Robert Goldstein has been put in charge of production for 20th-Fox in Europe, and Peter Levathes will replace Goldstein as studio production boss in Hollywood.

The announcement was made by Spyros P. Skouras, 20th-Fox president, at a recent executive committee meeting here. Skouras said that Goldstein will headquarter in London. Levathes was recently sent to Hollywood to head the administrative setup of the company's studios.

Astor Head Urges "Oscar" Rule Change

NEW YORK—Franklin A. Bruder, chairman of the board of Astor Pictures, called for a change in the rules of the American Academy of Motion Pictures Arts and Sciences to permit more than one imported film to be nominated for an "Oscar" by a foreign country.

Citing the case of "La Dolce Vita" and "Rocco and His Brothers," both Astor imports, Bruder pointed out only one of the films, if nominated by Italy, can be voted upon by the Academy.

While "La Dolce Vita" is already being hailed in the U.S. as the certain Italian entry, Bruder said "Rocco and His Brothers" this year won Italy's version of the "Oscar," thus fomenting controversy in Italy as to which picture should be entered in the American Academy balloting.



Shown at the kickoff "Exhibitor Forum" in Philadelphia for Irwin Allen's 11-city tour to promote "Voyage to the Bottom of the Sea" are, left to right: A. R. Boyd, Boyd Theatres; Mrs. Henrietta Kravitz, Varbalow Circuit; Allen, and Rox Polese, Varbalow Circuit. Allen announced his surprise $1,250,000 campaign kit to the 200 exhibitors who attended.

Warner, Jr., Firm Bows

HOLLYWOOD — Jack Warner, Jr., announced that the name of his new independent producing company is Obelisk, Inc. Warner also announced officers of the new company. He is president, with Irwin R. Blacker vice-president and Mrs. Barbara R. Warner secretary-treasurer.

The new firm's first film will be "Brushfire," and will star John Ireland. Co-stars are Everette Sloane, Jo Morrow, and Carl Esmond. Warner will be producer and director for the film, based on Blacker's script.

N.O. Distrib Deals Set

NEW ORLEANS—Mrs. Mamie Dureau, co-head of Masterpiece Pictures, Inc., independent distributors for American International Pictures, RKO Pictures, and other independent producers, announced the acquisition of four other franchises for territory distribution. They are Version Productions, which includes Pine-Thomas pictures, originally released through Paramount; United Producers Releasing Organization; Seven Arts Associated; and Howco International Pictures.

Pioneers To Meet

NEW YORK—S. H. Fabian, president, has announced a meeting of the board of directors of the Motion Picture Pioneers on June 28 at 4 p. m. in the board room of the M.P.A.A.

Among the other important items on the agenda will be the report of the nominating committee on its choice for the Pioneer of the Year.

Members of the nominating committee are Ned Depinet, chairman, William J. German, and George F. Dembow.

Heineman Cuts UA Duties

NEW YORK—William J. Heineman announced that while he will continue as vice-president, member of the board, and one of the principal stockholders of United Artists, he will cease functioning as active head of the domestic distribution department of the company, effective July 7.



Atlanta WOMPI joined Alabama Theatre Owners for a tribute luncheon to MGM's L. B. Butler who recently retired following more than 40 active years with the industry. Shown, left to right, are James W. Gaylard, Jr., president of the Alabama group; Mrs. Jean Mullis, WOMPI president; and R. N. Kennedy, guest speaker from Birmingham.

"How I Would Sell . . .

MORGAN THE PIRATE

MGM-Embassy's Top Action Spectacle For Entire Family

From the moment we saw the Press Book on "MORGAN THE PIRATE" our enthusiasm mounted. Here, it seemed, was a film that had all of the basic ingredients of good entertainment.

Joseph E. Levine's "MORGAN THE PIRATE," in CinemaScope and Color, starring the virile and exciting Steve Reeves, is certain to be accepted by the entire family. One of the exciting promises made by producer Levine at the Showman's Caravan is about to be fulfilled. He not only promised a great picture in "MORGAN THE PIRATE," he promised every conceivable help in selling this colorful and exciting film.

In "MORGAN THE PIRATE" he has lived up to both of his promises. We screened the picture and found it to be lavish, exciting, and fast moving. We believe it to be excellent entertainment for the entire family.

At this time, when there has been so much controversy regarding objectionable films, along comes "MORGAN THE PIRATE," a thrilling story of adventure that will please not only the youngsters and teenagers but adults as well.

"MORGAN THE PIRATE" lends itself beautifully to sales promotion. The Press Book is crammed with ideas and offers an opportunity for a showman to go all out. Our campaign breaks itself down into three categories: Advertising, Publicity, and Exploitation.

ADVERTISING

NEWSPAPERS: The newspaper ads are eye catching and convey the tremendous force and action of the picture itself. The ads are as hard a sell as any I have seen. We particularly liked ads 601, 403, 401, and 304. These ads, in varying sizes, made possible an effective campaign when staggered in three papers.

RADIO: For our radio campaign, we bought spots on the four leading stations, confining ourselves to "commute" time. The radio transcription is excellent and the spots capture the flavor and excitement of "MORGAN THE PIRATE." By using "commute" time spots we were assured of a large listening audience.

TELEVISION: The filmed TV spots are as effective a sales pitch as is possible. They generate excitement, convey the lavish beauty and adventure of the film that cannot help but produce cash paying customers at the boxoffice. Using both the 60 and 20 second spots adjacent to popular programs, we assured ourselves of the best return for our dollar spent.

PUBLICITY

THE PRESS BOOK: The Press Book offers a wide variety of basic stories that can be adapted to local use and we planned "a story a day" release to the papers, starting 10 days prior to playdate.

An Exclusive **SHOWMANALYSIS** Prepared by—

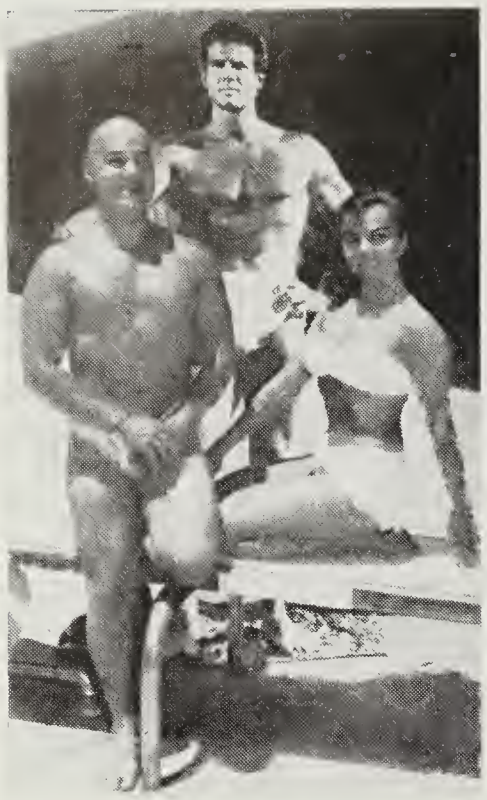
WALTER KESSLER, MANAGER
Loew's Warfield, San Francisco, Calif.



ABOUT THE AUTHOR • Walter Kessler is a native New Yorker who started in show business at the tender age of 14 as an usher for the Ochs Theatre Circuit after school and weekends. He later worked for RKO and Warners at the Strand on Broadway. Kessler has worked in every kind of theatre there is: first-run, last-run, stage presentation, vaudeville, and legitimate. He worked one season for Earl Carroll at the B. S. Moss Broadway Theatre and was treasurer for Minsky at the Republic Burlesque on 42nd st. He joined Loew's in 1933 as assistant manager of the College Theatre, New Haven, and has been with that firm ever since. Kessler is married, and his wife, Saucy, is from Akron, Ohio. He served in the Army during World War II and after discharge did special work for the Treasury Department, Army, Navy, Marine Corps, etc. While working for Loew's in Akron and Canton, he received a medal of commendation from the Treasury Department for his efforts in selling War Bonds. Hobbies are spectator sports and photography, and he is a member of the San Francisco Press Club.



THIS giant setpiece of Steve Reeves for the top of the marquee, in full color, makes a striking and effective traffic-stopper for the action spectacle from MGM.





LEFT, Steve Reeves, in larger than life cutout form, entertains at a poolside party attended by muscle men and beautiful gals. RIGHT, if theatremen are lucky enough to find a gent with a pegleg, he can be a pirate.

An effective three column caricature by Norkin was planted with one paper for an extra break.

A feature story on the success of Steve Reeves, and his rise via Joseph Levine's films, was accepted by a second paper.

For our third paper, our feature release was based on the introduction of beautiful Valerie Legrange, new actress who takes issue with Brigtte Bardot.

The excellent story and picture layout, featuring treasure hunter Robert Page, was accepted as a full page Sunday feature in the magazine section of one of our papers and should be good for a feature story and picture break with almost any newspaper.

EXPLOITATION

The exploitation possibilities for "MORGAN THE PIRATE" are too numerous to mention. It becomes necessary to choose those that would be most productive.

We decided on:

(a) LOCAL PIRATE HUNT: A search can be instituted, through the classified pages of the newspapers, for a man with a peg leg to play "pirate" and help advertise "MORGAN THE PIRATE." In addition to the reader interest, if you are lucky and find such a man, he can create tremendous interest for your engagement of the picture. We found one and plan to use him in several different ways. He will deliver press material on "MORGAN THE PIRATE" to the theatre editors. He will work in front of the theatre on Friday and Saturday of our engagement; people will be invited to come down with their cameras and take pictures of, or have their pictures taken with, "a real live pegleg pirate." On the Sunday of our engagement, our pirate will work the congested tourist areas, and other places where people gather, passing out printed "pirate coins" which promise "a treasure of entertainment" at Loew's Warfield Theatre.

(b) STEVE REEVES STUNT: In many cities there are former Mr. America's, such as Steve Reeves, or men who have competed in the Mr. America contests. We instituted a search for such a person and found a man who had taught Steve Reeves weight lifting, etc. Using a bigger than life size cutout of Steve Reeves, we invited these people to a luncheon at a motel which featured an outdoor swimming pool—the pictures we got should be good for newspaper planting. In this same vein, plan a Mr. America contest at a large public swimming pool. This will create a great deal of interest and the resulting pictures could make the papers.

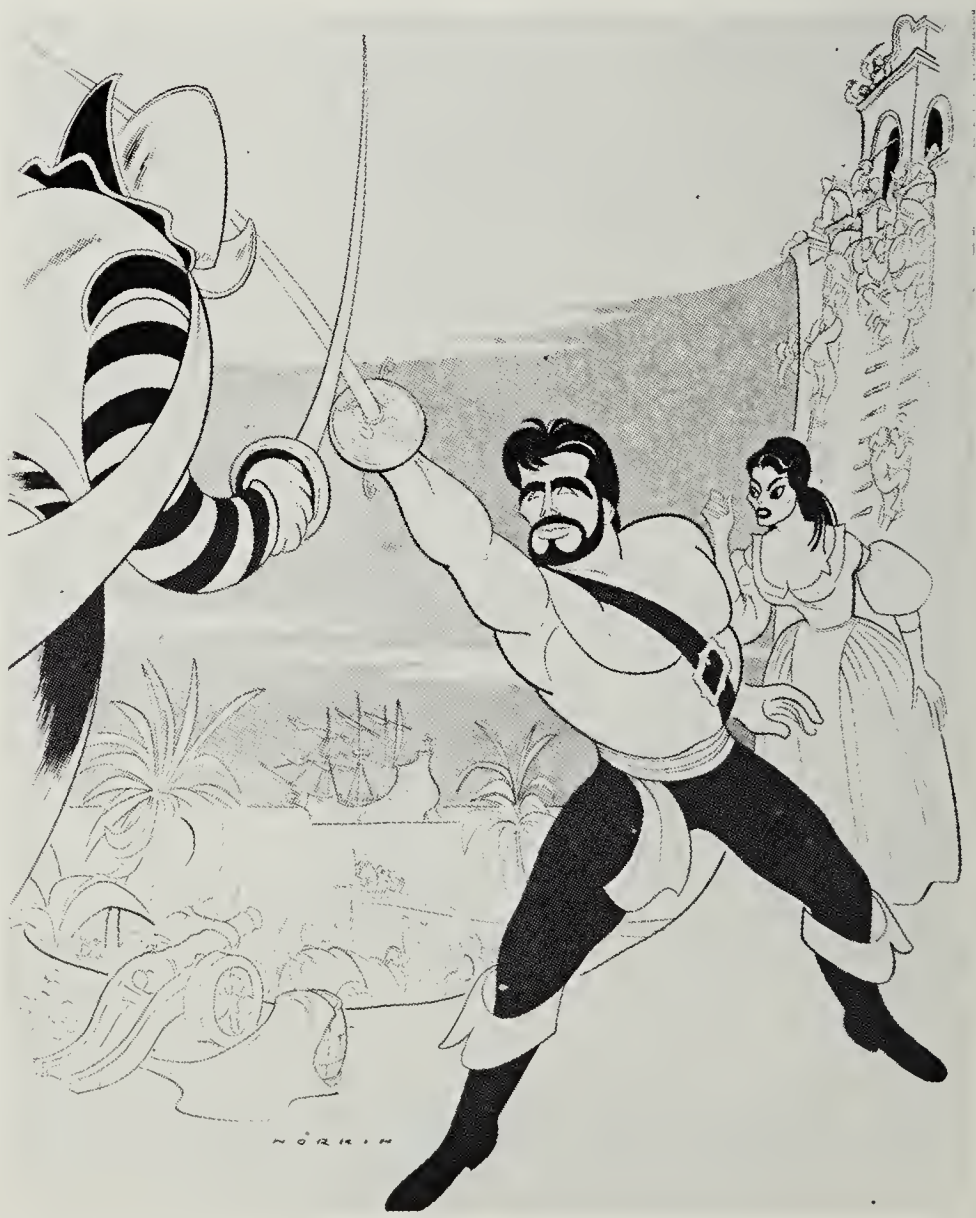
(c) SWIMMING POOL STUNT: This being the time of the year that swimming pools are going full blast, there are several stunts that can be done at the pool that will create interest and word of mouth for "MORGAN THE PIRATE." At one pool a "Miss Pirate" contest could be held. At another pool a "Walk the Plank" ceremony could be staged.

Pools are interested in activities that keep their customers busy and very often put on swimming and diving shows of their own. As part of this show, someone dressed up as a pirate (bandana, eye patch etc.,) could make guests "Walk the Plank" (divingboard) blindfolded; a "pirate's earring" would be presented to each. Another way to attract word of mouth for "MORGAN THE PIRATE" at the swimming pools in the city would be to buy a dozen or two inexpensive beach balls and have them imprinted with picture and playdate. The pools would be glad to get these and just leave them in the pool for people to play with. Waterproof paint will have been used so that there is no danger of the letters running. Many pools have evening activities and a "pirate" dance would not be hard to organize, especially with a nice prize for the best costume.

(d) CHILDRENS PLAYGROUND STUNT: This is the time of year when school playgrounds are going full blast and playground supervisors are anxious to find activities to keep the kids busy. A pirate's costume contest with prizes of athletic equipment would create a great deal of word of mouth. The contest could get to be popular since the costume itself is inexpensive to do——a bandana, an eye patch, some black grease paint, and you have it.

(e) GEM STUNT WITH JEWELER: With the coopera-

CARICATURE art is always an effective promotional piece for newspaper use, and Norkin is among the top artists in the field.



tion of a local jeweler, distribute small envelopes containing artificial gems of different colors. Imprint on the envelope would read "this could be a real gem"; take it to Fields Jewelers and if it is, you may keep the stone and they will mount it in a ring absolutely free. If you have found a red stone, it will entitle you to two guest tickets to see "MORGAN THE PIRATE." Other prizes can be added to make this stunt additionally interesting. The cooperating jeweler could also put a bowl of fake stones in his window and ask people to guess the number of stones, for an additional opportunity to win a prize plus guest tickets.

(f) MORGAN STUNT: Plant stories in the newspapers inviting the first 25 people named Morgan to attend on opening day as your guest.

(g) DELL BOOKS: There is both a Dell Pocket Book and a Dell Comic Book available. The local distributor will be happy to go along with anything that helps him sell books and I am sure will supply a number of books to be given away at the theatre. You might advertise that the first 100 kids on opening day will each receive a comic book and the first 100 adults will each receive a copy of the pocket book. In exchange for this, offer the dealer guest tickets to be used for a "MORGAN THE PIRATE" window display contest among his dealers; also invite the drivers on the route to attend as guests if one of their customers wins. You might also imprint the newsstand cards, distributed by the dealer, with the theatre name and playdate.

(h) PIRATE DESCENDANT STUNT: Institute a search, through stories in the newspapers, for pirate descendants. Should you come up with one who can furnish authentic proof, this will make a good feature story.

(i) RETAIL STORES: There are any number of obvious tie-ups that might be used in connection with "MORGAN THE PIRATE" in retail stores. The merchandise in almost any store can be fitted into "Treasure" class with newspaper ads and window displays resulting.

(j) SHIP MODELS: Try and locate ship models of the "MORGAN THE PIRATE" era and use same for display in lobby and store windows.

(k) KIDS STUNT: On opening day, invite kids to come down to the theatre in "pirate" costume—the first 50 to get in free.

(l) SPECIAL STUNT: This is the time of year when there are various contests, parades etc., such as bathing beauty contests, baby parade, Fourth of July celebration, etc. In any of these events try to inject "pirate" influence; in the baby parade one kid could be dressed up like "MORGAN THE PIRATE"—a prize to the winner of any of these contests would insure additional publicity.

(m) BOOK TIE-UP: Book stores and libraries are naturals for "MORGAN THE PIRATE" displays. The Press Book is a great help in these instances—unfolded, it make a terrific flash and an inexpensive but effective window display.

(n) RADIO CONTEST: We have sold one station on the idea of a contest based on the longest list of famous "pirate" names with guest tickets to see "MORGAN THE PIRATE" as prizes. We have sold a radio station on the idea of a contest based on the most fantastic "pirate story" lie, another version of the liars contest which created tremendous interest. We have interested a radio station in a contest giving out hints to a "buried treasure." The listener must listen for five days (each day) to get all the clues and then write on a postcard the location of the treasure—a portable radio and guest tickets were offered as prizes.

(o) TELEVISION: We have arranged for our "pegleg pirate" to make appearances on two television shows, beamed at children and teenagers. His excuse for being on the shows is that he brings invitations to attend the showing of "MORGAN THE PIRATE," or the kids would be made to "walk the plank." Each program has a small live audience which



THIS six-sheet is only one example of the fine paper available on this film, which bears the showmanship stamp of Joe Levine's Embassy Pictures' unit. Newspaper ads and other accessories depicted in the lavish press book provide all exhibitors with the tools for a top campaign, and showman imagination can be expected to do the rest.

are invited as guests to see the picture.

There are virtually hundreds of additional stunts, such as gold coin candy, pirate masks, maze contests, distribution of treasure maps with the theatre location as the answer, "pirate" loot search in classified section of newspapers, buried treasure, ladies "pirate" fashion window displays, and airline and steamship cruises to "pirate" waters, all of which have value and will help sell "MORGAN THE PIRATE."

This is where a manager must face a moment of "truth" and instead of developing a fat Press Book, evaluate each stunt and eliminate those of which the cost is out of proportion to the promotional value.

LITHO: The paper on "Morgan The Pirate" is colorful and effective. We will place three sheets and six sheets in our frames on the side of the building. They are sure to make an eyecatching, ticket selling flash.

TRAILER: The trailer is an excellent ticket selling trailer and should be used two weeks in advance, if possible.

LOBBY: The giant eight foot color standee is a very effective lobby piece and with its double flasher will help sell tickets. This should be placed in the lobby as soon as you get the playdate.

FRONT: We have prepared a giant setpiece for use above the marquee which we think will attract a great deal of attention.

I am sure you can see why enthusiasm mounted and why we feel that "MORGAN THE PIRATE" should bring "treasure" to the boxoffice.

COMING . . . in the issue of June 28
JOSEPH SOMMERS, District Manager
Walter Reade Theatres, Oakhurst, N.J.
tells how he would sell . . .
Warner Brothers'
"FANNY"

ALBANY

Members of the Albany County Cancer Society, dressed as gladiators and soldiers of ancient Rome, sold tickets two days in Myers Department Store for the premiere at the SW Ritz of U-I's "Spartacus." Proceeds went to the 1961 Cancer Crusade. . . . James A. Fitzpatrick, counsel to the Joint Legislative Committee on the Publication and Dissemination of Offensive and Obscene Material, and Assemblyman Joseph R. Younglove, its chairman, have been honored by the Third Order of St. Francis, Catholic lay group, for outstanding services to the group's fight against obscene publications. The two top men in the operation of the Joint Committee, whose field of study includes motion pictures, television and radio, and which has aimed its guns on films for the past several years, received citations at the annual Communion Breakfast of the Holy Name Society of Our Lady of Victory Catholic Church in Troy. . . . The first Schine Inn in New York City has been opened at 106th and Long Island Expressway, Forest Hills, Queens. It is an 82-room, two-story motor hotel of the most modern design. G. David Schine, president, Schine Enterprises, and his son, J. Myer Schine, board chairman, said that additional inns are planned for the Metropolitan area and also in Buffalo, N.Y., and Toronto, Canada.

ATLANTA

R. C. Price, manager, Capital Releasing Corporation, in Jacksonville, has retired after many years. Charlie King replaces him. . . . Variety Club Tent 21 has assumed the fund raising chore for Camp Mountain View, which it owns. The Salvation Army operates the camp for underprivileged children. . . . Quiton Green, formerly city manager, Martin Theatres in Sylcauga, Ala., is now in the Atlanta booking office. . . . The monthly luncheon meeting of WOMPI was held at the Y.M.C.A. with R. M. Kennedy, Birmingham, Ala., past president, Alabama Theatre Owners Association, as guest speaker. . . . The Buckhead, owned by Ruth and John Carter, is now holding ladies' matinees every Wednesday at 11.30 A.M. Free coffee and pastries are served and they are playing to SRO. . . . Pat Smith, from Tennessee; and Betty Bowers, from North Carolina, are new employees at Martin Theatres Atlanta booking office. . . . After extensive remodeling and landscaping, the Martin Circuit reopened the drive-in at Muscle Shoals, Ala., and changed the name to Park-Vue. . . . Mrs. Jackie Cook, secretary at Martin Theatres booking department, resigned to await the arrival of the stork. . . . Bob Burnett, former booker with Universal, has affiliated with MGM as head booker, replacing Jim Corbett, who has moved to sales representative. . . . Bill Henry closed his Franklin Drive-In, Franklin, Tenn.

BUFFALO

The Cinema, "art" type house in downtown Buffalo, has just completed a record-breaking 29-week run of "Carry On, Nurse," which manager James J. Hayes says was viewed by over 85,000 persons in this 450-seat house. "I think this is the longest run any comedy ever had in Buffalo at regular prices and continuous performances," said Hayes. . . . A very successful party was held on a recent Saturday evening in Tent 7, Variety Club of Buffalo, when barkers, their wives, and friends enjoyed a roast beef dinner and a preview of Gary Cooper's last film, "The Naked Edge." The Variety Club Building Fund Raffle was held after the preview, with dancing following. . . . Business is picking up at the Variety Club sponsored Bingo games in the Genesee, which are staged each week for the benefit of Tent 7's charity work. Jim Hayes, manager, Cinema, is in charge of the games and also is the caller from the stage. . . . Ralph Buring, 20th-Fox field representative in the Buffalo and Pittsburgh areas, was in Buffalo to preside at a "Trapp Family" merchandising session in the local Fox screening room. . . . A Super-Duper store is to replace the Victoria, one of Buffalo's first community houses and at one time managed by Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres, who started his career in exhibition in Buffalo. . . . Manager Ed Miller, Paramount, is putting on a special party June 24 for the members of the Buffalo Safety Patrol. . . . Extensive remodeling, set to begin immediately, will turn the Rialto, East Rochester, into a modern theatre, to be named the Capri. The Rialto is now closed and will reopen about Aug. 1, according to Louis M. Levitch, new operator. . . . "The time is now ripe for a change from violent movies and TV programs to more idealistic themes," said Miss H. Katherine Smith, the "Good Listener" columnist of the Buffalo Courier-Express, in speaking before the Kiwanis Club.

CHICAGO

B&K's Grand Opera Festival brought in queries from as far as St. Paul, Minn. . . . Ben Levy, manager, Roosevelt, has been transferred to the Congress. . . . A group of

Film Exchange and Dealer Listing for the DENVER FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

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ALLIED ARTISTS, 2144 Champa St.—AComa 2-3841
Br. Mgr.: Frank Green. Office Mgr. ond Boaker: Jahn Mocpherson. Soles: Rabert Lightfoot. Emerg. Phone: Green, RAce 2-1737.

APEX-AMERICAN-INT'L., 2145 Broadway—TAbor S-2263
Br. Mgr.: Chick Lloyd. Baaker: Tani Dyksterhuis. Emerg. Phane: Dyksterhuis, GE 3-2600.

AZTECA, 2065 Broadway—CHerry 4-2313
Br. Mgr.: Gilbert Martinez. Emerg. Phane: WEstwaod 4-4812.

BAILEY, 828-21st St.—ALpine 5-5970
Br. Mgr.: Gertrude Bailey. Baaker: Helen Bawers. Emerg. Phone: Bailey, SPruce 7-7829.

BUENA VISTA (Disney), 737-21st St.—ALpine 5-2867
Dist. Supervisar: Marvin Galdforb. Office Mgr.: Jomes Ecker. Booker: Frank Manoca. Emerg. Phane: Galdfarb, DExter 3-7630.

COLUMBIA, 2140 Champa St.—Keystone 4-6341
Br. Mgr.: Jules Needelmon. Office Mgr.: Tom Robinson. Sales: Borney Shaoker, Som Dare, Bruce Morsholl. Baaker: Betty Morr. Emerg. Phane: Rabinsan, GLendole 5-7447.

METRO-GOLDWYN-MAYER, 2100 Broadway—TAbor 5-8166
Br. Mgr.: Henry Friedel. Asst. Br. Mgr.: Mike Cramer. Sales: Ed Brinn, Albuquerque, N. M.; Gerold Bonta. Baokers: Claude Newell, James Ladwig. Cashier: Carnella Caggswell. Emerg. Phane: Cromer, DE 3-3768

PARAMOUNT, 2100 Stout St.—Keystone 4-8246
Br. Mgr.: J. R. Ricketts. Office Mgr.: Poul Weller. Solles: Wm. Peregrine, Jahn Thomas. Baoker: Fronk Corbane. Emerg. Phane: Weller, HA 2-4282.

20TH CENTURY-FOX, 2101 Champa St.—TAbor S-5331
Br. Mgr.: Mark Sheridan. Office Mgr.: Sebastin Amoto. Sales: Richord Fulhom, George Tawsan, Paul Snaddy. Baaker: Thamas Parr. Cashier: Bernice Gilmore. Emerg. Phones: Amato, WE 5-9305; Porr, MAin 3-3656.

UNITED ARTISTS, 807 21st St.—TAbor S-2325
Br. Mgr.: M. R. Austin. Sls. Mgr.: Earl Petersan. Sales: Wm. Sombor, Jay O'Malin. Heod Boaker: Dominic Linza. Boaker: Ronald Giseburt. Cashier: Edith Musgrave. Field Exp.: Bill Pross. Emerg. Phone: Petersan, HA 8-1377.

UNIVERSAL-INTERNATIONAL, 801 21st St.—MAin 3-3281
Br. Mgr.: Murray E. Gerson. Office Mgr.: Oscar Galonter. Sales: Les Loromie, Aoron Summers. Booker: Jack Micheletti. Emerg. Phane: Galanter, FLarida 5-5009.

WARNER BROS., 2062 Stout St.—KEystone 4-6178
Br. Mgr.: Dan Urquhart. Office Mgr.: Herman Reule. Sales: Bill Habson. Bookers: Gene Vitale, Quentin Horn. Emerg. Phone: Vitale, GE 3-4198.

• *Supply Dealers*

NATIONAL THEATRE SUPPLY, 2111 Champa St.—TAbor S-0201
SERVICE THEATRE SUPPLY CO., 2054 Broadway—ALpine S-1597
WESTERN SERVICE & SUPPLY, 2071 Broadway—KEystone 4-1979
Emerg. Phane: Bob Tankersly, WE 6-4360.

• *Screen Trailers*

NATIONAL SCREEN SERVICE ,2136 Champa St.,—CHerry 4-4413
Br. Mgr.: Jack Lustig. Office Mgr.: Nellie Segelstram. Emerg. Phane: A. Paris, GL 5-4478.

• *Signs, Advertising and Printing*

ADVERTISING SERVICE AGENCY, 2101 E. 6th Ave.—DE 3-4561
ART NEON CO., 2565 Curtis St.—AComa 2-7915
MILLER PRESS, 2033 Welton St.—KEystone 4-5868
NATIONAL SCREEN SERVICE, 2136 Champa St.,—CHerry 4-4413
NATIONAL THEATRE CALENDAR, 2165 Broadway—TAbor 5-6288

• *Film Delivery Service*

DENVER SHIPPING AND INSPECTION BUREAU, 2118 Stout St.—AComa 2-5616
Air Dispatch: Mgr., Frank Narris. Emerg. Phone: Norris, BRaomfield 93.
SOUTHWESTERN FILM SERVICE, 2118 Stout St.—CHerry 4-2287

• *Service Companies*

ALTEC SERVICE CO., 212 Colorado Bldg.—CHerry 4-2577
RCA SERVICE CO., 728 15th St.—KEystone 4-5494
REED SPEAKER SERVICE, 5440 McIntyre St., Golden, Colo.—CRestview 9-1205

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Watch for them!

NEXT!
Buffalo Territory
Issue of June 28
Minneapolis Territory
Issue of July 5

Save Them!

young people in Perry, Ill. between the ages of 12 to 21 have been formed to stimulate interest among the young people in motion pictures and to give promotional help to exhibitors. They plan to publish a newspaper showing the membership how to help promote films in their home towns. They are known as Junior Theatremen of America. . . . John Sortino, projectionist for the People's Theatre, was fatally injured in an accident. . . . Regis Toomey was in in advance of 'The Last Sunset," State Lake. . . . Lee Norton, owner, Grand and Sullivan Drive-Ins, Sullivan, Ill., is moving to California. . . . Jack Eckhardt was appointed assistant branch manager at 20th-Fox, where his father, Clyde, was manager for 15 years. . . . The Marion Drive-In reopened. . . . Lee Zabelin, former publicity director, was named manager of the Todd. . . . The Empress, Decatur; and the Edna, Gibson City, are closed; while the Homer, Walla; Belmar Drive-In, Midway Drive-In, Bennis Auto-Vue, Harvest Moon Drive-In, Galesburg Drive-In and the Skyway have reopened. . . . Richard Salkin, formerly with the Jackson Park, has taken over the Melrose, Melrose Park. . . . S. F. Simon, theatre owner, organized the Playtime Amusement Corporation. . . . Robert Hjorth was named manager of the Hyde Park. . . . David P. O'Conner, exposition chairman for National Confectioners trade show, said a record number of booths will be occupied by leading manufacturers. . . . Outdoor theatre competition is getting keener here. The Kohlberg Starlite is now letting their patrons in for $2 a carload with ad from the theatre page while the Sheridan Drive-In and the 53 Drive-In are giving triple features. . . . "Ben-Hur" will open June 30 in 10 area theatres. . . . Cinerama moves back into Arthur Wirtz's Palace at the end of the month for a four-a-day, popular priced run. It was boxoffice "king" for more than five years at the house.

CINCINNATI

National Theatre Supply furnished all equipment for the new 830-car Torch Drive-In, Reynoldsburg, O., owned by Frank Wiefel, and the firm is supplying equipment for a new 300-car drive-in under construction on U. S. 50 west of Aurora, Ind., owned by Charles R. Whisman, and scheduled for late summer opening. . . . Paramount office employes were thrilled recently when Carole Fahrnsbach, former secretary to William A. Meier, branch manager, and Karyl Harrison, former receptionist, brought their three-months-old baby boys to the office for a visit. . . . Phil Chakeres, president, Chakeres Theatres, has returned to his winter home in Miami Beach, Fla., after a three-week visit to the circuit's home office in Springfield, O. . . . Business visitors included Meyer Adelman, Philadelphia, president, States Film Service; J. W. Servies, New York City, vice-president, National Theatre Supply; Warren Green, New York, MGM auditor; and Peter F. Rosian, Cleveland, U-I regional sales manager. . . . Wally Allen, publicity director, Chakeres Theatres, Inc., Springfield, O., has been elected a director of the Lions Club in that city. . . . Frank L. Weitzel Booking Service is now booking and buying for the Plaza, Norwood, O., Saul Schaengold, owner, and for the Outdoor Drive-In, Craigsville, W. Va., James D. Hanna, owner. . . . In for a UA sales meeting were James Velde, general sales manager, and Milton Cohen, eastern division sales manager. . . . Frank Collins, president, Eastland Bowling Lanes, Inc., Lexington, Ky. was in Springfield, O., to confer with officials of the Chakeres Theatres, Inc., owner of the lanes.

LONDON Observations

by Jock MacGregor



THE FEDERATION OF BRITISH FILM MAKERS have approved the initial expenditure for a market research project on the attitude of moviegoers and ex-moviegoers to a night at the movies. They first proposed the survey 18 months ago, but it was turned down by the other trade associations. Now they hope to have something concrete on which to base discussions with other interested parties.

Meanwhile, the Screen Advertising Association issued the findings compiled by Group Marketing and Research, Ltd., on moviegoing in 1960. Admissions totalled 515 millions and these included 20 millions to the special children's club shows which are now so much a part of the British way of life. 2833 theatres with an average seating capacity of 1048 show advertising films. The bulk of the audiences come in the 16-24 and 25-34 age groups, and 53 per cent of all audiences are male.

The age of cinemagoers should be a pointer to the type of entertainment required. Recently, there has been an upswing in the number of features in the "X-Adults only" censor's category. Top rating TV programs are very much family shows. TV, however, with increased coverages, and set sales, is recording only slightly increased viewing figures. Perhaps the movie world is, after all, slightly nearer to the public taste than is generally conceded.

BRITAIN HAS SAID goodbye to a good friend. Larry Kent came here for 18 months and stayed 18 years representing 20th-Fox's interests on the board of Gaumont British. Now that Spyros Skouras has disposed of his shares, his job is ended and he is retiring with his wife to Laguna Beach, Calif. Retiring by nature, he has been one of the most popular and able Americans to work here, and my guess is that he will not treat his retirement too seriously for too long. Jim Pattinson hosted a farewell lunch and presented him with a set of cut glass on behalf of his colleagues in distribution.

THE NEWSREELS are excelling themselves. In quick succession, Pathe and Movietone have put out color coverages of the Derby, Duke of Kent wedding, and Trooping of the Colour—this event televised by the BBC direct to Russia for the first time—with the same speed as they have afforded black and white reels. Situations throughout the country were serviced within 24 hours of the event. Rank, having dropped its newsreels, produced, through the "Look at Life" unit, a color two reeler on the Kent Wedding—"White Rose Wedding." Warm, emotionally stirring, and magnificent to observe, this is an outstanding short for which Grafton Greene and Ted Candy deserve the highest praise.

WITH THE CLOSING of national newspapers and magazines—the Sunday Dispatch is the latest victim—publicists are finding it increasingly hard to get space. Many pictures get scant coverage and there are few outlets for color spreads. And on the subject of publicity, a word of thanks to those handling "Lawrence of Arabia." They are issuing intelligent stories which tell of the problems facing Sam Spiegel and of how they are being overcome. This is a pleasant change from the woof which some send out in lieu of a trade paper service.

RECENTLY, what is claimed to be the longest continuous dolly shot in film history was completed in uncharted Jordan desert wasteland. It took three months to construct the three eighths of a mile double steel dolly track over the rolling dunes to film in one shot the camel riding attack of Lawrence—Peter O'Toole—against the marauding Turks. Powered by 25 horse power Ford engine, dolly has top speed of 30mph along its track and can carry 3000 pounds weight, enough to carry an Academy crane and full crew. Specially created hydraulic brakes enable dolly to roll at varying speeds without camera sway or jerkiness.

DALLAS

Regis Toomey, veteran actor of screen and television, arrived here on a promotional tour of "The Last Sunset." . . . Mr. and Mrs. James Stewart stopped briefly in Dallas. They were en route from Fort Worth, Tex., where they spent a few days with friends, to the west coast. . . . "101 Dalmatians," Walt Disney's cartoon feature, is in its ninth week of a record breaking run at the Delman. . . . Tuesday's first day gross for "Mein Kampf" at the Capri broke the theatre's record for opening days except on roadshow engagements or summer season openings. Operated by Trans-Texas, the circuit's main office here reported record openings also at theatres in Denton and Austin, Tex. . . . The Jefferson Amusement Co., has moved its local office to a new location where is has three office rooms, a storeroom and a reception room. The staff includes Ray Jones, Mary Lou Cash, Debbs Hayle, Rusty Rust, Eula McKinney, and Helen McCormick. . . . On a recent visit here, R. A. Noret, owner, Skyvue Drive-In, Lamesa, Tex., reported that the editor of a newspaper in Lubbock, Tex., published an editorial suggesting that parents are the best censors of what their children see at the theatre. The editorial appeared in conjunction with a letter to the editor which urged that a crusade be launched in Lubbock to set up a motion picture censorship system similar to that established recently in Abilene, Tex. . . . A local exhibitor commented that merchants are not censored for selling scanty bathing suits, and the public is given full freedom to buy what it chooses. He pointed out that parents are too prone to use the movies as an inexpensive form of baby sitting and then condemn the manager for showing "adult" pictures while they are out doing the very things they object to in the movie. . . . The epic film, "Spartacus," will return to the Capri on July 26 for continuous showings and at popular prices. . . . Ramon Lence has acquired the Casa View here. He owns and operates the Arapaho Drive-In, Richardson, Tex. . . . Deborah Walley, who makes her motion picture debut in the title role for Columbia's "Gidget Goes Hawaiian," was in on a promotional tour for the movie. . . . Jimmie Skinner and Harp Davis, Modern Sales and Service, will handle the remodeling of the Tejas in Lubbock, Tex., which has been closed for some time.



CANADIAN Highlights

By Harry Allen, Jr.

CHILDREN WILL be admitted to movies in the Province of Quebec for the first time since 1927. Under a bill introduced into the Legislative Assembly, certain conditions have been laid down: free movies shown in a school to students and teachers only; free movies shown before 6 p.m. in a parish hall or other hall approved by the Film Censorship Board, and provided the censors have approved the film for viewing by children; special shows for children over nine given before 6 p.m. in a theatre approved by the Censorship Board and if the films have been approved by the board. The bill will take effect by cabinet proclamation. Quebec children under 16 have been prevented by law from attending films since 1927 when fire killed 75 persons in a Montreal theatre. Most of the dead were children trampled in the rush to get out.

THE RATE of theatre closing in 1961 appears slower than in 1960, with just 22 houses darkened since Jan. 1. One standard house is in work and one projected, and two 35mm. drive-ins are under construction. In 1960, 78 standard theatres went dark, along with two 35mm. drive-ins. The number of 35mm. theatres operating at present is 1,564, according to a survey by the Canadian Film Weekly. Of the total, 1,332 are standard and 232 drive-ins. The decline in standard theatres can be gauged from the figure of the year in which they were most plentiful, 1955, the amount being 1,963. At that time, however, drive-ins, which kept increasing in numbers as standards went down, totalled 229. Sixteen of the houses closed this year were six-day operations, and one, in Quebec, was open seven days. Four were open four days weekly and one three. The number of full-week operations which closed is a greater proportion than usual, this being caused by the recent Odeon-Famous Players mutual approach to communities shown to be overseated.

The National Film Board took the top award in the theatrical field in the 13th annual Canadian Film Awards. This is the first time in three years that the special citation for Film of the Year has been awarded. The special award was presented by J. Alphonse Ouimet, president of the Canadian Broadcasting Corporation, at the annual awards luncheon. A special award was presented to A. W. Trueman "in tribute to his many years of practical and thoughtful encouragement in the art of documentary film-making and in the field of distribution." Prior to his appointment as director of the Canada Council, Dr. Trueman was Government Film Commissioner and chairman of the National Film Board. Co-chairmen of the luncheon presentation were Walter Herbert of the Canada Foundation and Henry Michaud of the Association of Motion Picture Producers and Laboratories of Canada.

CHARGE-A-VISION, pay-tv system headed by Ray Harnett, has switched its interest from Sault Ste. Marie, Ont., as an immediate test area to "other centres in the United States and Canada," says Harnett. Superior Community Television of which he was president became a minority stockholder through its amalgamation with Rediffusion, Inc., and he resigned, he explains. Charge-A-Vision has granted a franchise to Soo Cable Co. of Sault Ste. Maric, Mich., and also retains first rights to all sub-channels of audio and video transmission on the cables of Rediffusion (Lake Superior) Ltd. in Sault Ste. Marie, Canada. . . . Seven Arts Productions, Ltd., international operations with headquarters in Toronto, headed by Louis Chesler, has acquired the outstanding shares of World Enterprise, Inc., Worldfilm, Ltd., and Worldwide Productions, Inc., from Ray Stark. Stark who produced "The World of Suzie Wong," will receive a number of shares. Stark has been employed by Seven Arts at $125,000 a year, plus an expense allowance of $200 a week and an option to buy 75,000 shares of Seven Arts at $9.50 a share in U.S. funds.

DES MOINES

The Avalon, West Union, Ia., is now operating on a trial basis after patrons appealed to the owners not to close the house. . . . The Lux, Massena, is getting an exterior paint job and seats in the auditorium are being repaired. . . . The Globe, Griswold, has been reopened by the Griswold Chamber of Commerce with movies four days a week. The house had been closed since April 1 when H. P. Carlton discontinued operations. . . . James Maus is manager of the drive-in at Burlington, Ia., coming from Omaha, Neb., where he served as assistant manager. The Dubuque, Ia., Drive-In, damaged by fire on March 28, has been reopened. . . . The Croft, Bancroft, has been closed by Richard Chipman, who will continue to operate his theatre at Marion, Ia.

JACKSONVILLE

Col. John Crovo, a southern exhibitor for more than 50 years, has been reelected for a seventh straight year to the presidency of the local Motion Picture Council. . . . The entire WOMPI membership turned out for a monthly meeting and water party at the Holiday Inn swimming pool, where plans were completed for the group's annual banquet and inauguration of new officers at the Lobster House in late June. . . . With the annual closing of public schools, exhibitors were readying their staffs and screen programs to accommodate an expected influx of youngsters into their theatres for the next three months. . . . A series of "Summertime, Funtime Shows" has been scheduled for midweek mornings at the Florida, San Marco, and Edgewood to attract out-of-school small fry during the summer. . . . R. Cameron "Cam" Price, who retired from his post as branch manager of the Capitol Releasing Corp., was signally honored by all Film Row leaders at a testimonial banquet held in a private dining room at the Seminole Hotel. An active veteran of 42 years in motion picture distribution, Price received many fine farewell gifts. Louis J. Finske, president of Florida State Theatres acted as toastmaster and eulogized Price for his years of exemplary service to the industry. . . . Veteran booker Charley King moved into the branch manager post at Capitol upon the retirement of R. Cameron Price. . . . Fred Hull, MGM manager, was confined to his home for a week by a throat infection. . . . Miss Norma Claire Sarra, the lovely daughter of E. LaMar Sarra, vice-president of Florida State Theatres, and Mrs. Sarra, was married here to Richard Howard Hunt, Jr., of Miami, the son of Judge Richard Howard Hunt, Sr., and Mrs. Eloise P. Hunt. . . . Byron Adams' staff at United Artists began readying their sales techniques for a booking drive to be held during United Artists Weeks beginning June 25. . . . The Lincoln Delray, operated by Bailey Theatres, was closed for the summer. . . . The Vogue, New Port Richey, for merly operated by T. C. Baker, has been remodeled by Charles Richelieu and renamed.

MIAMI, FLA., NEWS—Van Myers, president of Wometco Enterprises, Inc., Vending Division has been appointed exhibit chairman for the Motion Picture and Concessions Industries Trade Show to be held Oct. 8-11 in New Orleans. Myers is currently serving a four-year term as director-at-large of the National Association of Concessionaires. He was elected to the board of directors of Wometco Enterprises Inc., at the company's annual stockholder meeting in April. As president of Wometco's vending division, Myers is in charge of the firm's operations in south and central Florida, Jacksonville, and the Bahamas. . . . Wometco has acquired for cash the assets of the Brite Vending Corporation, a full-line vending operation doing business in Jacksonville, Florida. The Brite operations will become a part of the Wometco Subsidiary, Wometco Vending of Jacksonville, under the direction of John W. Morgan, vice-president and general manager of that company. . . . Richard Wolfson, vice-president, Wometco Enterprises, Inc., was elected to the board of directors of the Dade County Red Cross for a three-year term and has also been appointed co-chairman of the Florida Region of the National Conference of Christians and Jews.

MEMPHIS

Junior Lewis is now operating the Clint, Mulberry, Ark., and Frank Patterson is operating the City, Junction City, Ark. . . . Film Transit announces that service has been resumed for the Hinz, Walnut, Miss., and Jomac Drive-In, Eupora, Miss. . . . Funland Drive-In Dyersburg, Tenn., is now known as Martin Drive-In. . . . Closings in Arkansas include Oak, Lonoke, and Rialto, Camden, and openings include Ferguson, Ferguson; 270 Drive-In, Sheridan; Motorvue Drive-In, Piggott; and 65 Drive-In, Conway. . . . Harold Rockley announces that Palace, Beebe, Ark., has ceased operation. . . . Another closing is Tutrovansum, Tutwiler, Miss. . . . Laco Drive-In, Lexington, Tenn., has re-opened and J. C. Brown Jr., operator of Broadway Drive-In, Dickson, Tenn., is now operating Dickson Drive-In, Dickson, Tenn., also. . . . Laco Drive-In, Lexington, Tenn. has re-opened whereas, Johnny Gannon has closed Sundown Drive-In, Paris, Tenn. . . . Marbro Drive In, Fulton, Ky., formerly Fulton Drive-In, has reopened. . . . Dr. R. Paul Caudill, pastor of First Baptist Church, chairman of the recently formed Judeo-Christian Council for Decency, announces the group will not censor or ban movies, but will review as many as feasible.

NEW HAVEN

Sperie P. Perakos, general manager, Perakos Theatre Associates, independent Connecticut circuit, has announced appointment of Peter Flynn, industry veteran whose most recent affiliation was with the Tower, Waterbury, Conn., as manager, Plainville Drive-

(*Continued on page 18*)

ABSENT MINDED PROFESSOR (BV)
Radio City, New York ($163,100) 7 wk. 104%
Music Hall, Seattle ($7,100) 5 " 176%
Memorial, Boston ($17,900) 5 " 115%
State-Lake, Chicago ($25,000) 11 " 110%
Michigan, Detroit ($20,300) 5 " 97%
Fox, San Francisco ($12,300) 4 " 117%
Stanley, Philadelphia ($18,700) 8 " 88%
Brown, Louisville ($8,700) 5 " 146%
Loew's Midcity, St. Louis ($11,300) 6 " 107%
State, Omaha ($5,200) 4 " 151%
Music Box, Seattle ($5,700) 4 " 101%

ALAMO (UA)
Rivoli, New York (*$21,100) 21 " 90%
Alexandria, San Francisco (No Ave.) 11 " 91%
Palace, Chicago (*21,000) 11 " 93%
Midtown, Philadelphia (*13,700) 13 " 83%
Gary, Boston ($10,300) 9 " 95%
Roosevelt, Chicago ($21,000) 5 " 111%
Stanton, Philadelphia ($13,400) 5 " 98%
Paramount, Seattle ($12,300) 8 " 79%
Mary Anderson, Louisville ($6,100) 6 " 149%
Fox, St. Louis ($14,300) 4 " 137%
United Artists, San Francisco ($13,500) 5 " 78%
Astor, New York ($25,900) 3 " 67%
Victoria, New York ($19,200) 2 " 83%
Pilgrim, Boston ($9,500) 2 " 60%
United Artists, Detroit ($19,200) 4 " 63%

ALL HANDS ON DECK (20TH-FOX)
Paramount, New York ($32,700) 5 " 66%
Fox, Detroit ($12,600) 2 " 111%
St. Louis, St. Louis ($12,500) 2 " 97%
Fox, San Francisco ($12,300) 2 " 69%
Omaha, Omaha ($7,700) 1 " 104%
Woods, Chicago ($25,100) 3 " 64%
Paramount, Boston ($16,800) 2 " 61%
Coliseum, Seattle ($8,600) 1 " 82%
Randolph, Philadelphia ($13,000) 2 " 70%
Kentucky, Louisville ($7,600) 1 " 73%

ANGEL BABY (AA)
Palms, Detroit ($24,800) 1 " 71%
Paramount, Boston ($16,800) 1 " 88%
Admiral-Chief-Skyvue, Omaha (No. Ave.) 1 " Ave. $10,000

ATLANTIS, THE LOST CONTINENT (MGM)
Warfield, San Francisco ($10,000) 2 " 136%
Capitol, New York ($45,900) 3 " 60%
Pilgrim, Boston ($9,500) 1 " 137%

BEN-HUR (MGM)
Saxon, Boston (**$10,270) 57 " 131%
Loew's State, New York (**$43,175) 73 " 101%
Boyd, Philadelphia (**$12,300) 60 " 169%
Todd, Chicago (No Ave.) 73 " Ave $23,900
Coronet, San Francisco ($13,200) 75 " 118%
Blue Mouse, Seattle ($6,100) 56 " 150%
United Artists, Detroit ($9,500) 65 " 152%
Cooper, Omaha ($4,500) 47 " 152%
Brown, Louisville ($5,700) 23 " 221%
Loew's Midcity, St. Louis (No. Ave.) 28 Ave. $13,400
Capri, Boston ($8,100) 18 " 99%
Pageant, St. Louis ($4,100) 15 " 74%

BIG SHOW (20TH-FOX)
Palace, New York ($22,500) 1 " 68%
Fox, St. Louis ($14,300) 1 " 69%
Ohio, Louisville (No. Ave.) 1 " Ave. $5,000
Randolph, Philadelphia ($13,000) 1 " 66%
Oriental, Chicago ($27,000) 2 " 79%
Coliseum, Seattle ($8,600) 1 " 60%
Fox, Detroit ($12,600) 1 " 97%
Warfield, San Francisco ($10,000) 1 " 90%
Orpheum, Omaha ($8,700) 1 " 64%

BLACK SUNDAY (AIP)
Paramount, San Francisco ($15,200) 1 " 125%
Palms, Detroit ($24,800) 2 " 60%
Goldman, Philadelphia ($12,800) 1 " 110%
Paramount, Boston ($16,800) 1 " 79%
St. Louis, St. Louis ($12,500) 1 " 141%

CANADIANS (20TH-FOX)
Fox, Detroit ($12,600) 1 " 74%
Coliseum, Seattle ($8,600) 1 " 61%

CIMARRON (MGM)
Stanton, Philadelphia ($13,400) 7 " 70%
Radio City, New York ($163,100) 4 " 68%
Grand Circus, Detroit ($13,000) 4 " 112%
Roosevelt, Chicago ($21,000) 4 " 86%
Viking, Philadelphia ($7,000) 5 " 99%
Orpheum, Boston ($12,400) 3 " 68%
Dundee, Omaha (No Ave.) 8 " Ave. $2,700
Ohio, Louisville (No Ave.) 5 " Ave. $8,800
Loew's, St. Louis ($13,000) 1 " 70%
Music Hall, Seattle ($7,100) 2 " 72%
Blue Mouse, Seattle ($10,600) 1 " 60%
Warfield, San Francisco ($10,000) 2 " 85%

EXODUS (UA)
Warner, New York ($21,900) 26 " 228%
Saxon, Boston ($18,400) 25 " 135%
Cine Stage, Chicago (No Ave.) 26 " Ave. $23,800
Boyd, Philadelphia ($21,700) 20 " 113%
Mercury, Detroit ($14,300) 18 " 140%
Alexandria, San Francisco ($12,500) 18 " 141%
Blue Mouse, Seattle ($10,600) 11 " 103%
Esquire, St. Louis ($12,500) 9 " 99%

FIVE GOLDEN HOURS (COL.)
Arcadia, Philadelphia ($13,200) 2 " 60%
Paramount, San Francisco ($15,200) 1 " 81%
Esquire, Chicago ($13,500) 2 " 60%

GIDGET GOES HAWAIIAN (COL.)
Fifth Avenue, Seattle ($7,900) 1 " 139%

GREAT IMPOSTOR (U-I)
Memorial, Boston ($17,900) 4 " 138%
Orpheum, Omaha ($8,700) 2 " 100%
Golden Gate, San Francisco ($19,700) 3 " 86%
Fox, St. Louis ($14,300) 3 " 110%
Roosevelt, Chicago ($21,000) 3 " 107%
Midtown, Philadelphia ($10,400) 6 " 118%
Palace, New York ($22,500) 6 " 118%
Orpheum, Seattle (No Ave.) 2 " Ave. $6,000
Kentucky, Louisville ($7,600) 3 " 72%

HAND IN HAND (COL.)
Normandie, New York ($8,000) 6 " 91%
Presidio, San Francisco (No Ave.) 4 " Ave. $2,500
Pageant, St. Louis ($4,100) 1 " 100%

HOODLUM PRIEST (UA)
Loew's, St. Louis ($13,000) 2 " 139%
Loew's Midcity, St. Louis ($11,300) 1 " 71%
Brown, Louisville ($8,700) 1 " 61%
Astor, New York ($25,900) 4 " 100%
Oriental, Chicago ($27,000) 5 " 91%
Michigan, Detroit ($20,300) 2 " 96%
Viking, Philadelphia ($7,000) 7 " 97%
Metropolitan, Boston ($11,600) 5 " 88%
Music Box, Seattle ($5,700) 1 " 70%
Golden Gate, San Francisco ($19,700) 1 " 62%

LA DOLCE VITA (ASTOR)
Henry Miller, New York (No Ave.) 8 " Ave. $20,100
Gary, Boston ($10,300) 8 " 161%

LAST SUNSET (U-I)
State-Lake, Chicago ($25,000) 1 " 89%
Orpheum, Omaha ($8,700) 1 " 86%
Fox, St. Louis ($14,300) 1 " 127%

LAST TIME I SAW ARCHIE (UA)
Stanley, Philadelphia ($18,700) 1 " 68%
Coliseum, Seattle ($8,600) 1 " 86%
United Artists, San Francisco ($13,500) 1 " 72%
Victoria, New York ($19,000) 3 " 81%
Madison, Detroit ($16,000) 1 " 125%
Orpheum, Boston ($12,400) 1 " 76%
United Artists, Louisville ($9,000) 1 " 68%

MAD DOG COLL (COL.)
Pilgrim, Boston ($9,500) 1 " 85%
Paramount, San Francisco ($15,200) 1 " 60%
Monroe, Chicago ($4,600) 1 " 100%

MEIN KAMPF (COL.)
Rivoli, New York ($24,800) 4 " 149%
Loop, Chicago ($10,000) 5 " 230%
Grand Circus, Detroit ($13,000) 3 " 118%
Orpheum, Omaha ($8,700) 1 " 207%
Coliseum, Seattle ($8,600) 2 " 100%
Goldman, Philadelphia ($12,800) 3 " 109%
Loew's, St. Louis ($13,000) 1 " 100%
Pilgrim, Boston ($9,500) 2 " 152%
Presidio, San Francisco (No Ave.) 2 " Ave. $5,900
Ohio, Louisville (No Ave.) 1 " Ave. $5,500

ONE EYED JACKS (PAR.)
Capitol, New York ($45,900) 8 " 88%
Astor, Boston ($10,500) 8 " 87%
Fox, Philadelphia ($14,800) 8 " 105%
Chicago, Chicago ($28,100) 5 " 116%
St. Francis, San Francisco ($13,200) 4 " 133%
Paramount, Seattle ($12,300) 3 " 71%
Fox, St. Louis ($14,300) 3 " 112%
Michigan, Detroit ($20,300) 3 " 87%

ON THE DOUBLE (PAR.)
Goldman, Philadelphia ($12,800) 2 " 99%
Rivoli, New York ($24,800) 4 " 83%
Metropolitan, Boston ($11,600) 3 " 122%

PARRISH (WB)
Radio City, New York ($163,100) 4 " 88%

PEPE (COL.)
Criterion, New York ($27,300) 25 " 103%
Gary, Boston ($10,300) 9 " 118%
Stanley, Philadelphia ($18,700) 9 " 95%
Chicago, Chicago ($28,100) 9 " 121%
St. Francis, San Francisco ($13,200) 8 " 128%
Ambassador, St. Louis ($10,700) 6 " 108%
Madison, Detroit ($16,000) 8 " 101%
Fifth Avenue, Seattle ($7,900) 7 " 97%
Orpheum, Omaha ($8,700) 3 " 115%
United Artists, Louisville ($9,000) 2 " 111%
St. Louis, St. Louis ($12,500) 2 " 74%

PLEASURE OF HIS COMPANY (PAR.)
Chicago, Chicago ($28,100) 3 " 91%
Arcadia, Philadelphia ($13,200) 1 " 114%
Golden Gate, San Francisco ($19,700) 3 " 81%
Radio City, New York ($163,100) 2 " 99%
Ambassador, St. Louis ($10,700) 1 " 151%
Grand Circus, Detroit ($13,000) 2 " 131%

PORTRAIT OF A MOBSTER (WB)
Pilgrim, Boston ($9,500) 1 " 74%
Paramount, San Francisco ($15,200) 1 " 62%
Omaha, Omaha ($7,700) 1 " 60%
Goldman, Philadelphia ($12,800) 1 " 74%
Mary Anderson, Louisville ($6,100) 1 " 61%

RAISIN IN THE SUN (COL.)
Forum, New York ($19,700) 11 " 93%
Adams, Detroit ($9,800) 5 " 119%
St. Francis, San Francisco ($13,200) 3 " 89%
Fifth Avenue, Seattle ($7,900) 1 " 181%
Midtown, Philadelphia ($10,400) 4 " 92%
Orpheum, Omaha ($8,700) 1 " 60%

RETURN TO PEYTON PLACE (20TH-FOX)
Randolph, Philadelphia ($13,000) 4 " 89%
Normandie, New York ($8,000) 4 " 64%
Paramount, New York ($32,700) 5 " 70%
Woods, Chicago ($25,100) 6 " 79%
Orpheum, Omaha ($8,700) 2 " 100%
Ambassador, St. Louis ($10,700) 4 " 89%
Fifth Avenue, Seattle ($7,900) 3 " 99%
Memorial, Boston ($17,900) 4 " 98%
Fox, Detroit ($12,600) 3 " 101%
Fox, San Francisco ($12,300) 2 " 106%
United Artists, Louisville ($9,000) 2 " 91%

REVOLT OF THE SLAVES (UA)
Roosevelt, Chicago ($21,000) 2 " 61%
United Artists, San Francisco ($13,500) 1 " 60%
Palms, Detroit ($24,800) 1 " 60%
Admiral, Chief, Skyvue, Omaha (No Ave.) 1 " Ave. $15,000

RIGHT APPROACH (20TH-FOX)
Ohio, Louisville (No Ave.) 1 " Ave. $4,500
St. Louis, St. Louis ($12,500) 1 " 67%

RING OF FIRE (MGM)
Blue Mouse, Seattle ($10,600) 1 " 60%
Loew's, St. Louis ($13,000) 1 " 71%

THE Tip-off ON BUSINESS

An Exclusive MOTION PICTURE EXHIBITOR Estimate, based on data assembled by an experienced field staff, and drawn from other industry sources.

Average reported grosses for a preceding 13-week period are used as a comparative. This estimate covers features in more than 300 first-run engagements.

*INDICATES ESTIMATED AVERAGE WEEKLY GROSS OF THEATRE FOR THE FIRST 13 WEEKS OF 1960

OTHER FIGURES INDICATE ESTIMATED AVERAGE WEEKLY GROSS OF THAT THEATRE FOR THIRD 13 WEEKS OF 1960.

SECRET PARTNERS (MGM)
Music Hall, Seattle ($7,100) 1 " 60%
Esquire, Chicago ($13,500) 2 " 60%

SECRET WAYS (U-I)
Goldman, Philadelphia ($12,800) 2 " 102%
Music Box, Seattle ($5,700) 1 " 62%
Golden Gate, San Francisco ($19,700) 1 " 60%
Omaha, Omaha ($7,700) 1 " 60%
Palace, New York ($22,500) 3 " 70%
St. Louis, St. Louis ($12,500) 1 " 100%
Kentucky, Louisville ($7,600) 1 " 84%

SPARTACUS (U-I)
DeMille, New York (*$13,700) 36 " 161%
McVickers, Chicago (*$16,200) 23 " 104%
Astor, Boston (*$8,700) 22 " 125%
Goldman, Philadelphia ($12,800) 22 " 96%
Madison, Detroit ($16,000) 21 " 103%
Music Box, Seattle ($5,700) 15 " 135%
Esquire, St. Louis ($12,500) 16 " 104%
United Artists,San Francisco($13,500) 15 " 122%
Brown, Louisville ($8,700) 8 " 98%
Dundee, Omaha (No Ave.) 3 " Ave. $6,400

TWO LOVES (MGM)
Oriental, Chicago ($27,000) 2 " 71%
Arcadia, Philadelphia ($13,200) 3 " 67%
Blue Mouse, Seattle ($10,600) 1 " 60%
Warfield, San Francisco ($10,000) 1 " 80%
Loew's, St. Louis ($13,000) 1 " 66%
Grand Circus, Detroit ($13,000) 2 " 77%
Mary Anderson, Louisville ($6,100) 1 " 69%

TERROR OF THE TONGS (COL.)
Paramount, San Francisco ($15,200) 1 " 74%

TRAPP FAMILY (20TH-FOX)
Loop, Chicago ($5,000) 4 " 106%
Omaha, Omaha ($7,700) 1 " 99%

UNDERWORLD U. S. A. (COL.)
Pilgrim, Boston ($9,500) 1 " 67%
Palms, Detroit ($24,800) 1 " 70%
Coliseum, Seattle ($8,600) 1 " 74%
Paramount, San Francisco ($15,200) 1 " 60%

WARRIOR EMPRESS (COL.)
Coliseum, Seattle ($8,600) 1 " 60%
Paramount, San Francisco ($15,200) 1 " 74%

WILD IN THE COUNTRY (20TH-FOX)
Oriental, Chicago ($27,000) 1 " 69%
Paramount, New York ($32,700) 1 " 85%

YOUNG SAVAGES (UA)
Roosevelt, Chicago ($21,000) 3 " 100%
Fox, Philadelphia ($14,800) 3 " 107%
Orpheum, Seattle (No Ave.) 1 " Ave. $7,000
Astor, New York ($25,900) 3 " 90%
Admiral, Chief, Skyvue, Omaha (No Ave.) 1 " Ave. $18,000
United Artists, San Francisco ($13,500) 2 " 71%
Loew's, St. Louis ($13,000) 1 " 100%
Palms, Detroit ($24,800) 3 " 79%
Astor, Boston ($10,500) 3 " 99%
Mary Anderson, Louisville ($6,100) 2 " 62%

NEW HAVEN

(*Continued from page 16*)

In Plainville, Conn. At the same time, Malcolm Clark, formerly manager, Markoff Bros.' Portland Drive-In, Portland, Conn., becomes manager, Southington Drive-In, Southington, Conn., for Perakos. Livio Dottor, who had supervised Plainville and Southington, has left P-T-A to join Smith Management Company, initially as manager trainee under resident manager Alfred Alperin, Meadows Drive-In, Hartford. . . . Larry DeCarlo, formerly in independent exhibition, has joined Lockwood and Gordon Theatres as resident manager, Art Cinema, Hartford. William F. Murphy continues as Hartford supervisor of art theatre operations for L&G. . . . Philip Eisenberg, Colchester, Conn., has filed an application with the office of State Police Commissioner, Hartford, for authority to build and operate a drive-in on Eisenberg-owned property in the town of North Canaan, Conn. Nearest film theatre operation at present is the independently-owned Colonial, Canaan, Conn. . . . Irving Rosenberg, Lockwood and Gordon Theatres, lined up a lobby display of portrait paintings by a West Hartford artist as first in a monthly series featuring area work at the Central.

NEW ORLEANS

The Pines Drive-In, Leesville, has reopened. . . . Giddens and Rester Theatres, operators of a string of theatres in Mobile, Ala., have extended their operations into Florida by the purchase of the de luxe indoor Florida in Pensacola from J. C. Hester. . . . Gulf States Theatres' Highway 80 Drive-In, near Jackson, Miss., is being dismantled and razed for the construction of a straight lane highway. . . . The Rose Drive-In, Bastrop, La., has opened for the season. . . . B. K. Stevens is now at the helm of the Joy, Rolling Fork, Miss., formerly operated by Cecil Howard and family. . . . Noe Domenjeau has taken over the operation of the Palace, Broussard, La. . . . Backroom activities of the Warners exchange have moved out to Film Inspection Service. . . . Ruth Reites, NTS bookkeeper, became a grandmother for the fourth time. . . . Marie Ponthieux and Glynda Mesisco have departed from Exhibitors Co-operative Service. The duties of bookers' stenographer and office secretary will henceforth be performed by Kay Sellers, daughter of E. R. Sellers, Opelousas, La., drive-in owner. . . . Bill Cobb has shuttered the Joy, Minden, La. His other theatre operation in the town is the Joy Drive-In. About the same time of the indoor closing, the C & B Theatre Company, in which Cobb is interested, took over the Gayle, Raceland, La., from Pratt and Aucoin Theatres home-based at Vacherie, La.

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PHILADELPHIA

Dave Rosen, Mutual Films, held a cocktail party at the local Variety Club followed by a screening of "Panda and The Magic Serpent" at the Goldman on June 9. . . . The Philadelphia Inquirer held a cocktail party and showing of "The Anatomy Of A Market," color film documenting the swift and dramatic changes which have occurred in Delaware Valley, U.S.A., at the Sheraton Hotel Ballroom on June 8. . . . 20th Fox held a screening of "Voyage To The Bottom Of The Sea" at the SW Center on June 12, followed by a special luncheon at the Warwick Hotel and an advertising forum on the film by producer Irwin Allen. . . . Mike Lynn is now advertising and promotion manager for George M. Schwartz Theatres in Dover, Del. . . . Reading, Pa., City Council received a protest over the ad displays in front of the Park showing "half clad women". Mayor John C. Kubacki said he would ask the theatre to move the display inside; but didn't think the police had powers to deal with the problem.

ST. LOUIS

An 8 lb. girl, Marsha Mae, was born to Mr. and Mrs. Frank Aubuchon. Mrs. Aubuchon is assistant booker at Allied Artists. . . . Louise Levin, the daughter of Sam Levin, Esquire, was married to Barry Mandel at Temple Israel. . . . The Missouri-Illinois Theatre Owners held their monthly meeting at the Chase Hotel. . . . Chub Umlamb will take over the managership of the American, Wentzville, Mo. . . . The Roxy, Mounds, Ill., has closed. . . . The Ford. Griggsville, Ill., has closed. . . . "Bill" Williams announces that he is closing the Hermo, Hermann, Mo.

SAN ANTONIO

Arthur Landsman, 64, head of the Statewide Drive-In Theatres, operators of four drive-in theatres, died here. He will be succeeded as president of the circuit by his son, Richard. . . . The Cameo has announced a new policy each Wednesday. The house will feature Spanish language films, some with English subtitles. Admission price will be 40 cents for adults and 15 cents for children. The Cameo has in the past catered to the local Negro patronage. A coupon appeared in the local Spanish language weekly for one free admission to the opening show. . . . Tino Garcia, a member of the staff of the local Columbia exchange, has entered the military service. . . . The Hi-Hi, a suburban house, formerly operated by Gidney Talley, has been converted into a ballroom. . . . The building housing the old Iris, Austin, Tex., has been converted into a barber college. . . . The 800 seat deluxe Valley, El Paso, Tex., which was opened in 1948 by C. C. Dues, Henry Sorenson, and Rip Collins, was taken over by Claude Ezell's Lone Star Theatres, with headquarters in Dallas. . . . Mr. and Mrs. Mel Barker have taken over as new managers and part owners of the Texas, Athens, Tex. The new owners plan to renovate the building and improve the facilities.

SEATTLE

Ground was broken recently for the new 1,500-seat theatre in Bellevue, Wash., with Sterling Theatres personnel and Bellevue dignitaries participating in the event. A publicity stunt that earned space in the papers was a photo taken of the group before "the biggest theatre ticket in the world," a large sign painted in the format of a ticket. L. H. Sutton will manage the theatre. . . . Newly elected officers of the Women's Auxiliary of Variety are Mary Fay, president; Mrs. Ruth Beckwith, vice-president; and Helen Reynolds, recording secretary-treasurer. . . . Walter H. Steffey, retired electrical contractor, was named by Mayor Gordon S. Clinton to membership on the Seattle Board of Theatre Supervisors. Steffey, active in Masonic affairs, fills the unexpired term of Burton C. Waldo who resigned. The board is made up of 13 members who screen Seattle movies before they are shown to the public. . . . Ron Gibbon replaces Eddie Briggs in the shipping department at Universal.

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SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



JUNE 21, 1961 SECTION TWO
VOL. 66, NO. 3

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope	MC—MetroColor	TC—Technicolor	VV—VistaVision
DC—DeLuxe Color	PV—Panavision	TE—Technirama	C—Other color
EC—Eastman Color	RE—Reissue	TS—Totalscope	

Under the east heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6105 **ANGEL BABY**—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film introduces new star

BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles.

6009 **CALTIKI, THE IMMORTAL MONSTER**—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the duallers

6106 **DAVID AND GOLIATH**—SP-95m.—(EC; TotalScope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle should prove saleable—Italian-made—dubbed in English.

6007 **HELL TO ETERNITY**—MD-132m.—Jeffrey Hunter, Patricia Owens—4729 (8-17-60)—High rating war entry

6016 **HEROD THE GREAT**—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made spectacle—Italian-made; dubbed in English

6014 **HEROES DIE YOUNG**—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller

6107 **KING OF THE ROARING 20's**—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a notorious gambler.

6101 **LOOK IN ANY WINDOW**—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploitable angles

6103 **OPERATION EICHMANN**—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama

6008 **PLUNDERERS, THE**—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans

6006 **RAYMIE**—D-73m.—David Ladd, Julie Adams, John Agar—4757 (10-12-60)—Programmer for family trade

6013 **SERENGETI SHALL NOT DIE**—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grizimek—4789 (2-8-61)—Good documentary on Africa

6003 **SEX KITTENS GO TO COLLEGE**—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower half

6010 **TORMENTED**—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half

6015 **UNFAITHFULS, THE**—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Mar. **DONDI**—David Janssen, Patti Page, David Kory
May **TIME BOMB**—Curt Jurgens, Mylene Demongeot
June **ARMORED COMMAND**—Howard Keel, Tina Louise
July **BRAINWASHED**—Curt Jurgens, Claire Bloom

COMING

BIG WAVE, THE—Seesue Hayakawa—Japanese-Made
BLOODY BROOD—Barbara Lord, Jack Bett
TWENTY PLUS TWO—David Janssen, Jeanne Crain, Dina Merrill

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

506 **AMAZING TRANSPARENT MAN, THE**—MD-60m.—Marguerite Chapman, Douglas Kennedy—4749 (9-14-60)—Lower half science fiction

505 **BEYOND THE TIME BARRIER**—MD-80m.—Robert Clarke, Darlene Tompkins—4729 (8-17-60)—Science fiction for the duallers

502 **BLACK SUNDAY**—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—Dubbed in English

509 **GOLIATH AND THE DRAGON**—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should do okay when actively sold—Italian-made; dubbed in English

601 **HAND, THE**—MD-61m.—Derek Bond, Roed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England

HOUSE OF FRIGHT—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English

502 **HOUSE OF USHER, THE**—MD-78m.—(CS; C)—Vincent Price, Myrna Fahey—4713 (6-22-60)—Macabre horror item for adults

508 **JOURNEY TO THE LOST CITY**—MD-95m.(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the program

603 **KONGA**—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English

MASTER OF THE WORLD—SFD-104m.—(MagnaColor; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—Well-made, interesting science fiction entry

507 **PORTRAIT OF A SINNER**—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in particular—English

504 **WHY MUST I DIE?**—MD-86m.—Terry Moore, Debra Paget, Bert Freed—4721 (7-20-60)—Exploitable programmer on capital punishment

TO BE REVIEWED

BEWARE OF CHILDREN—Leslie Phillips, Geraldine McEwan
OPERATION CAMEL—Nora Hayden, Louis Renard
PIT AND THE PENDULUM, THE—(C; Panavision)—Vincent Price, Barbara Steele
PROFESSIONALS, THE—William Lucas
REPTILICUS—(C)—Bodil Miller

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Absent-Minded Professor, The	A1	Miso,
•Ada		MGM
Adventure, The		For.
Alamo	A1	UA
All Hands On Deck	A1	Fox
All In A Night's Work	A3	Par.
All The Fine Young Cannibals	A3	MGM
All the Young Men	A2	Col.
Amazing Transparent Man	A1	A-I
And Quiet Flows The Don	B	UA
Angel Baby		AA
Angel Wore Red, The	A3	MGM
Angry Silence, The	A3	For,
Anna's Sin	A3	Fro.
•Armored Command		AA
•As The Sea Rages	A2	Col.
Atlantis, The Lost Continent	A2	MGM
Atlas		Misc.

PLEASE NOTE . . .

This yellow paper SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

•Bachelor In Paradise		MGM
•Back Street		U-I
Ballad Of A Soldier	A2	For.
Barefoot Mailman, The—RE	A1	Col.
•Battle At Bloody Beach	A2	Fox
Bellboy, The	A2	Par.
Belles And Ballets		For.
Between Time and Eternity	B	U-I
Beyond The Time Barrier	A1	A-I
•Beware Of Children	A2	A-I
Big Chief, The		For.
Big Deal On Madonna Street, The	A3	For.
•Big Gamble, The	A1	Fox
•Big Wave, The		AA
Big Show, The	B	Fox
Bimbo The Great	B	WB
Black Sunday	A2	A-I
Blast Of Silence	A3	U-I
•Blood and Roses	B	Par.
•Bloody Brood		AA
•Blue Hawaii		Par.
Blueprint For Robbery	A2	Par.
Born Yesterday—RE	B	Col.
•Boy Who Found $100,000		UA
Boy Who Stole A Million, The	A1	Par.
•Brainwashed		AA
•Breakfast At Tiffany's		Par.
Breath of Scandal, A	B	Par.
Breathless	C	For.
Bridge, The		AA
•Bridge To The Sun		MGM
Butterfield 8	B	MGM
By Love Possessed		UA

C

Cage Of Evil	A2	UA
Caltiki, The Immortal Monster		AA
Canadians, The	A2	Fox
•Cape Fear		U-I
Captain's Table	A3	Fox
Career Girl		Misc.
Career Girls On A Naked Holiday		Misc.
Carmen Comes Home		For.
Carry On Nurse	B	For.
Carthage In Flames	B	Col.
Chartroose Caboose		U-I
•Cat Burglar, The		UA
Cimarron	A1	MGM
Cinderella	A1	Par.
Circle of Deception	SP	Fox
•Claudelle Inglish		WB
•Cleopatra		Fox
Code Of Silence		Misc.
College Confidential	A3	U-I
•Colossus Of Rhodes, The		MGM
Come Dance With Me	C	For.
•Come September		U-I
Confess, Dr. Corda		For.
Cool Wind In August, A		Misc.
•Couch, The		WB
•Counterfeit Traitor, The		Par.
Crowded Sky, The	A3	WB
Crowning Experience, The	SP	Misc.
Cry Freedom		For.
Cry For Happy	B	Col.
Curse Of The Werewolf	B	U-I

D

Dark At The Top Of The Stairs, The	A3	WB
David and Goliath	A1	AA
Day They Robbed the Bank of England	A1	MGM
Days Of Thrills And Laughter	A1	Fox
Dead One, The		Misc.
Deadly Companions, The		Misc.
•Deadlock		Par.
Desert Attack	A1	Fox
Desire In The Dust	B	Fox
•Devil At 4 O'clock, The		Col.
Devil's Commandment, The		For.
Dog, A Mouse and A Sputnick, A		For.
•Dondi	A1	AA
Don Quixote—USSR	A2	MGM
•Double Trouble		Fox
Dreams		For.
•Dr. Blood's Coffin		UA

E

Elephant Walk—RE	A2	Par.
Elmer Gantry	B	UA
End of Innocence	A3	For.
Enemy General, The	A2	Col.
Entertainer, The	B	For.
Esther And The King	B	Fox
Exodus	A3	UA

F

Fabulous World of Jules Verne	A1	WB
Facts Of Life, The	A3	UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

506 **ALL THE YOUNG MEN**—D-87m.—Alan Ladd, Sidney Poitier, Ana St. Clair—4725 (8-3-60)—Fast-moving war story has names
508 **AS THE SEA RAGES**—D-74m.—Maria Schell, Cliff Robertson, Cameron Mitchell—4733 (8-31-60)—Mostly suitable for art spots—Filmed abroad
449-R **BAREFOOT, MAILMAN, THE**—MD-83m.—(SuperCinecolor)—Robert Cummings, Terry Moore—4753 (9-28-60)—Interesting program for duallers—Reissue
BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue
CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made
CRY FOR HAPPY—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles
505 **ENEMY GENERAL, THE**—MD-74m.—Van Johnson, Dany Carrel—4729 (8-17-60)—Counter espionage meller for duallers
507 **FAST AND SEXY**—(TE; TC)-98m.—Gina Lollobrigida, Dale Robertson—4733 (8-31-60)—Good comedy loaded with Gina's curves
FIVE GOLDEN HOURS—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England
GIDGET GOES HAWAIIAN—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program
GUNS OF NAVARONE, THE—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed Abroad
HAND IN HAND—D-75m.—Loretta Parry, Phillip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English
516 **HELL IS A CITY**—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for the program—England
512 **I AIM AT THE STARS**—BIOD-107m.—Curt Jurgens, Victoria Shaw—4750 (9-14-60)—Timely, controversial biopic can be exploited
519 **JAZZ BOAT**—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English
513 **LET NO MAN WRITE MY EPITAPH**—D-106m.—Burl Ives, Shelley Winters—4753 (9-28-60)—Unpleasant but gripping drama has angles
MAD DOG COLL—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program
MEIN KAMPF—DOC.-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating
504 **NIGHTS OF LUCRETIA BORGIA, THE**—MD-108m.—(TS; EC)—Belinda Lee, Jacques Sernas—4721 (7-20-60)—Spectacle for the program—Italy
510-R **ON THE WATERFRONT**—MD-108m.—Marlon Brando, Eva Marie Saint—4733 (8-31-60)—Rugged meller is one of the best—Reissue
PASSPORT TO CHINA—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half
PEPE—C-157m.—(Panavision-CS-TC)—CantInflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining
PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue
518 **PLEASE TURN OVER**—C-86m.—Ted Ray, Jean Kent—4757 (10-12-60)—Plenty of laughs in cute comedy—England
RAISIN IN THE SUN, A—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high
SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue
511 **SONG WITHOUT END**—D-129m.—(CS; EC)—Dirk Bogarde, Capucine—4713 (6-22-60)—Well-made biography of Franz Liszt
503 **STOP, LOOK AND LAUGH**—C-78m.—Three Stooges, Paul Winchell—4717 (7-2-60)—Okay show for the kiddies
STOP ME BEFORE I KILL—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made
514 **SURPRISE PACKAGE**—C-100m.—Yul Brynner, Mitzi Gaynor—4757 (10-12-60)—Entertaining comedy
SWORD OF SHERWOOD FORREST—MD-80m.—(EC; Megascope)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—English
502 **13 GHOSTS**—MD-88m.—(Part EC)—Charles Herbert, Jo Morrow—4713 (6-22-60)—Gimmick-filled horror pic is exploitable
TERROR OF THE TONGS—MD-80m.—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made
THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal
431 **TWELVE TO THE MOON**—MD-74m.—Ken Clark, Michi Kobi—4713 (6-22-60)—Science fiction for the lower half
TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue
UNDERWORLD, U. S. A.—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program
WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy
WARRIOR EMPRESS, THE—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—(6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed in English
509-R **WILD ONE, THE**—MD-80m.—Marlon Brando, Mary Murphy—4733 (8-31-60)—Rugged meller lends itself to exploitation—Reissue

COMING FEATURES IN ORDER OF RELEASE

June **GREENGAGE SUMMER, THE**—(C)—Kenneth More, Danielle Darrieux—French-made
June **HOMICIDAL**—Glenn Corbett, Patricia Breslin
June **MOST DANGEROUS MAN ALIVE, THE**—Ronald Randall, Debra Paget
July **TWO RODE TOGETHER**—(C)—James Stewart, Shirley Jones
Aug. **MYSTERIOUS ISLAND**—(Super-Dynamation; C)—Michael Craig, Joan Greenwood

COMING

DEVIL AT 4 O'CLOCK, THE—(CS; C)—Spencer Tracy, Frank Sinatra, Barbara Luna
PLAY IT COOL—Anthony Newley, Anne Aubrey
SCREAM OF FEAR—Susan Strasberg, Ronald Lewis
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

20 **ALL THE FINE YOUNG CANNIBALS**—D-112m.—(CS; MC)—Robert Wagner, Natalie Wood—4721 (7-20-60)—Fine drama features top young talent
101 **ANGEL WORE RED, THE**—D-99m.—Ava Gardner, Dirk Bogarde, Joseph Cotten—4733 (8-31-60)—Sell the names for best results
113 **ATLANTIS, THE LOST CONTINENT**—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry
106 **BUTTERFIELD 8**—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems headed for better business
108 **CIMARRON-WSP**—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry
19 **DAY THEY ROBBED THE BANK OF ENGLAND, THE**—MD-85m.—(Metroscope)—Aldo Ray, Elizabeth Sellars—4721 (7-20-60)—Crime meller for the duallers—English-made
DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film
114 **GONE WITH THE WIND**—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue
111 **GO NAKED IN THE WORLD**—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences
105 **GORGO**—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England
103 **KEY WITNESS**—MD-81m.—(CS)—Jeffrey Hunter, Pat Crowley—4750 (9-14-60)—Very good juvenile delinquency meller
MORGAN THE PIRATE—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (5-17-61)—Very good actionful, slam-bang swashbuckler—Made in Italy
119 **RING OF FIRE**—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller
115 **SECRET PARTNER, THE**—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English
102 **SUBTERRANEANS, THE**—D-89m.—(CS; MC)—Leslie Caron, George Peppard—4714 (6-22-60)—Beatniks in action for the program
9 **TIME MACHINE, THE**—MD-103m.—(MC)—Rod Taylor, Alan Young, Yvette Mimieux—4722 (7-20-60)—Novel science fiction programmer
117 **TWO LOVES**—D-100m.—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
109 **VILLAGE OF THE DAMNED**—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England
110 **WHERE THE BOYS ARE**—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters
104 **WHERE THE HOT WIND BLOWS**—D-120m.—Gina Lollobrigida, Pierre Brasseur—4757 (10-12-60)—Strong sell, names will boost satisfactory import—French-Italian made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

June **INVASION QUARTET**—Bill Travers, Gregoire Aslan
June **MAGIC BOY**—(EC)—Japanese Animated Cartoon
June **SECRET OF MONTE CRISTO, THE**—(Dyaliscope; C)—Rory Calhoun, Gianna Maria Canalo
July **ADA**—(CS; C)—Susan Hayward, Dean Martin
Aug. **GREEN HELMET, THE**—Bill Travers, Nancy Walters
Aug. **HONEYMOON MACHINE**—Steve McQueen, Paula Prentiss
Aug. **BRIDGE TO THE SUN**—Carroll Baker, James Shigeta
Aug. **THIEF OF BAGHDAD, THE**—(C;CS)—Steve Reeves, Georgia Moll

COMING

BACHELOR IN PARADISE—Bob Hope, Lana Turner
COLOSSUS OF RHODES, THE—(CS; C)—Rory Calhoun, Lea Massari
FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thulin
KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Siobhan McKenna
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT IN THE PIAZZA, THE—Olivia DeHavilland, Rossano Brazzi
MATTER OF WHO, A—Terry-Thomas, Alex Nicol
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision, C)—Marlon Brando, Trevor Howard
TARTARS, THE—(CS; C)—Victor Mature, Orson Welles
THUNDER OF DRUMS, A—Richard Boone, George Hamilton
WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
5924 **BELLBOY, THE**—C-72m.—Jerry Lewis—4722 (7-20-60)—Mildly amusing Lewis entry
6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
5001 **BOY WHO STOLE A MILLION, THE**—MD-64m.—Maurice Reyna, Virgilio Texera, Marianne Benet—4753 (9-28-60)—Good program entry for family—Filmed in Spain
6006 **BREATH OF SCANDAL, A**—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has angles, names
6007 **CINDERFELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention—Reissue
6013 **FOXHOLE IN CAIRO**—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
6005 **G. I. BLUES**—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
5927 **IT STARTED IN NAPLES**—C-100m.—(VV; TC)—Clark Gable, Sophia Loren—4722 (7-20-60)—Lush scenery, strong names highlight comedy
LADIES MAN, THE—C-106m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
LOVE IN A GOLDFISH BOWL—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
R6012 **NAKED JUNGLE, THE**—MD-95m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter)—4819 (5-17-61)—Very funny Danny Kaye vehicle
6014 **ONE-EYED JACKS**—W-141m—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds)—4819 (5-17-61)—Cute, entertaining and sophisticated
5926 **PSYCHO**—MD-109m.—Anthony Perkins, Vera Miles—4714 (6-22-60)—Rare experience in horror
6004 **SAVAGE INNOCENTS, THE**—D-110m.—(Technirama 70; TC)—Anthony Quinn, Yoko Tani—4758 (10-12-60)—Excellent educational subject with brilliant photography
5925 **TARZAN THE MAGNIFICENT**—MD-88m.—(TC)—Gordon Scott, Betta St. John—4714 (6-22-60)—One of the better Tarzan entries
6002 **UNDER TEN FLAGS**—D-92m.—Van Heflin, Mylene Demongeot, Charles Laughton—4734 (8-31-60)—Highly interesting yarn of "humane" warfare
6008 **WORLD OF SUZIE WONG, THE**—D-129m.(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING

BLOOD AND ROSES—(TE; TC)—Mel Ferrer, Annette Vadim
BLUE HAWAII—(TC)—Elvis Presley, Joan Blackman
BREAKFAST AT TIFFANY'S—(TC)—Audrey Hepburn, George Peppard
COUNTERFEIT TRAITOR—(TC)—William Holden, Lilli Palmer
DEADLOCK—Jeffrey Hunter, Stella Stevens
HATARI—(TC)—John Wayne, Red Buttons
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
MY GEISHA—(TC; Panavision)—Shirley MacLaine, Yves Montand
SUMMER AND SMOKE—(TC)—Laurence Harvey, Geraldine Page
TOO LATE BLUES—Bobby Darin, Stella Stevens

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
BIG SHOW, THE—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
102 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
040 **CAPTAIN'S TABLE, THE**—C-90m.—(DC)—John Gregson, Peggy Cummins—4714 (6-22-60)—Cute comedy Import—England
111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
046 **DESIRE IN THE DUST**—D-102m.—(CS)—Raymond Burr, Martha Hyer—4753 (9-28-60)—Interesting drama of small Southern town
DESERT ATTACK—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
FIERCEST HEART, THE—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell.
056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
030 **FOR THE LOVE OF MIKE**—D-84m.—(CS; DC)—Richard Basehart, Danny Bravo—4725 (8-3-60)—Good program entry for family trade
043 **FRECKLES**—D-84m.—(CS; DC)—Martin West, Carol Christenson—4754 (9-28-60)—Okay entry for the program
028 **FROM THE TERRACE**—D-144m.—(CS: DC)—Paul Newman, Joanne Woodward, Myrna Loy—4717 (7-2-60)—Strong entry has fine boxoffice potential
039 **GODDESS OF LOVE, THE**—MD-88m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—(English dialogue; made in Italy)
036 **HIGH TIME**—C-103m.—(CS; DC)—Bing Crosby, Fabian, Tuesday Weld—4754 (9-28-60)—Cute comedy
038 **HIGH-POWERED RIFLE, THE**—MD-60m.—Willard Parker, Allison Hayes—4725 (8-3-60)—Program filler
IDIOT, THE—D-122m.—(C)—J. Borisova, Y. Yakovlev—4725 (8-3-60)—Interesting Import—U. S. S. R. made; dubbed in English
037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
034 **LET'S MAKE LOVE**—C-118m.—(CS; DC)—Marilyn Monroe, Yves Montand, Tony Randall—4734 (8-31-60)—MM funfest headed for better money
102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
026 **LOST WORLD, THE**—MD-98m.—(CS; DC)—Michael Rennie, Jill St. John—4717 (7-2-60)—Very good science fiction entry
101 **MARRIAGE-GO-ROUND, THE**—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
104 **MILLIONAIRESS, THE**—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power
031 **MURDER, INC.**—MD-103m.—(CS)—Stuart Whitman, May Britt, Henry Morgan—4717 (7-2-60)—Well made interesting gangland tale

•Fanny		WB
Fast and Sexy	A3	Col.
Fast Set, The		For.
Ferry to Hong Kong	A2	Fox
Fever In The Blood, A	A3	WB
Fiercest Heart, The	A2	Fox
Five Golden Hours	A3	Col.
Five Guns To Tombstone	A1	UA
Flaming Star	A1	Fox
•Flower Drum Song		U-I
Follow A Star		For.
For the Love Of Mike	A1	Fox
For Members Only		For.
•Four Horsemen Of The Apocalypse		MGM
Foxhole In Cairo	B	Par.
Freckles	A1	Fox
French Mistress, A	A3	For.
•Francis of Assisi		Fox
From The Terrace	B	Fox
Frontier Uprising	A1	UA

G

Gambler Wore A Gun, The		UA
General Della Rovere	A2	For.
•Geronimo		UA
Gidget Goes Hawaiian	A2	Col.
G. I. Blues	B	Par.
Girl in Lovers' Lane, The		Misc.
Girl Of The Night	SP	WB
Go Naked In The World	B	MGM
Goddess of Love, The	B	Fox
Gold Of The Seven Saints	A2	WB
Goliath and the Dragon	A2	A-I
Gone With The Wind—RE	B	MGM
Good Girls Beware		For.
•Goodbye Again		UA
Gorgo	A1	MGM
Grass is Greener, The	A3	U-I
Great Imposter, The	A2	U-I
•Green Helmet, The	A1	MGM
•Greengage Summer, The	A3	Col.
Green Carnation, The—See The Trials of Oscar Wilde		
•Gun Fight		UA
Guns Of The Navarone, The	A1	Col.

H

Hand, The	A2	A-I
Hand In Hand	A1	Col.
•Hatari		Par.
Head of a Tyrant	B	U-I
Heaven On Earth	A1	For.
Hell Is A City	A3	Col.
•Hell Is For Heroes		Par.
Hell To Eternity	B	AA
Herod, The Great	B	AA
Heroes Die Young	A3	AA
Hideous Sun Demon, The		Misc.
Hideout In The Sun		Misc.
High-Powered Rifle	A2	Fox
High Time	A1	Fox
Hippodrome		For.
Hiroshima, Mon Amour	B	For.
Home Is The Hero	A2	For.
•Homicidal	A2	Col.
•Honeymoon Machine		MGM
Hoodlum Priest, The	A2	UA
Horse With The Flying Tail, The		Misc.
House Of Fright	B	A-I
Hound That Thought He Was A Racoon, The	A1	Misc
House Of Usher, The	A2	A-I
•House Of Women		WB

I

I Aim At the Stars	A2	Col.
Ice Palace	A2	WB
Idiot, The	A3	Fox
Inherit the Wind	A3	UA
•Invasion Quartet		MGM
It Happened In Broad Daylight		For.
•It Happened In Athens		Fox
It Started In Naples	A3	Par

J

Jazz Boat	B	Col.
Journey To The Lost City	A2	A-I
Jungle Cat	A1	Misc.

K

Key Witness	A3	MGM
*King Of Kings, The		MGM
King Of The Roaring '20's		AA
Konga	A2	A-I

L

*Lad: A Dog		WB
Ladies' Man		Par.
La Dolce Vita	SP	For.
*Lady L		MGM
Last Days Of Pompeii, The	A1	UA
*Lost Hero, The		U-I
Last Sunset, The	B	U-I
Last Time I Saw Archie, The		UA
Last Woman On Earth, The		Misc.
Leech Woman, The	B	U-I
League Of Gentlemen, The	A3	For.
Left, Right and Center	A1	For.
Legions Of The Nile	B	Fox
Let No Man Write My Epitaph	A3	Col.
Let's Make Love	B	Fox
*Light In The Piazza, The		MGM
*Lion Of Sparta		Fox
Little Angel	A1	For.
Little Shepherd of Kingdom Come, The	A1	Fox
Little Shop Of Horrors, The		Misc.
Long Rope, The	A2	Fox
Look in Any Window	B	AA
Lost World, The	A1	Fox
Love And The Frenchwoman	B	For.
Love In A Goldfish Bowl	B	Par.
Love Specialist, The		For.
Love Game, The	C	For.
*Lover Come Back		U-I
*Loves Of Salammbo, The		Fox

M

Ma Barker's Killer Brood		Misc.
Mad Dog Coll	B	Col.
*Madison Avenue		Fox
Magdalena	C	For.
*Magic Boy, The	A1	MGM
Magnificent Seven, The	A2	UA
*Majority Of One, A		WB
Make Mine Mink	A3	For.
*Marauders, The		WB
Marie Octobre	A2	For.
Marriage-Go-Round	B	Fox
Master of the World	A1	A-I
Matter Of Morals, A		UA
*Matter Of Who, A		MGM
Mein Kampf	A2	Col.
Michael Strogoff	A1	For.
Midnight Lace	A2	U-I
Mighty Crusaders, The	A1	For.
Millionairess, The	B	Fox
Minotaur, The	B	UA
Misfits, The	B	UA
*Misty	A1	Fox
Modigliani Of Montparnasse		For.
Monster Of The Piedras Biancas, The		Misc.
Morals Squad		Misc.
Morgan The Pirate		MGM
*Most Dangerous Man Alive, The		Col.
Murder, Inc.	A3	Fox
*Music Man, The		WB
*Murder, She Said		MGM
*Mutiny On The Bounty		MGM
*My Geisha		Par.
*Mysterious Island		Col.

N

*Naked Edge, The		UA
Naked Jungle, The—RE	A2	Par.
Natchez Trace		Misc.
Never On Sunday	C	For.
Next To No Time		For.
Nightfighters, The	A2	UA
Nikki, Wild Dog Of The North		Misc.
Nights Of Lucretia Borgia, The	B	Col.
No Morals		For.
North To Alaska	A3	Fox

O

Ocean's Eleven	A3	WB
Okefenokee		Misc.
Ole Rex	A1	U-I
On The Double	A1	Par.
On The Waterfront—RE	A2	Col.

051 **NORTH TO ALASKA**—C-122m.—(CS; DC)—John Wayne, Capucine, Fabian—4766 (11-9-60)—Comedy has angles
029 **ONE FOOT IN HELL**—W-90m.—(CS; DC)—Alan Ladd, Dolores Michaels—4729 (8-17-60)—Good western
RETURN TO PEYTON PLACE—D-122m.—(CS; DC)—Carol Lynley, Jeff Chandler, Eleanor Parker—4814 (5-3-61)—Sequel should prove popular
RIGHT APPROACH, THE—CD-92m.—(CS)—Frankie Vaughan, Martha Hyer—4814½(5-3-61)—Modern youth opus misses
115 **SANCTUARY**—D-90m.—(CS)—Lee Remick, Yves Montand—4794½(2-22-61)—Off-beat look at life and love in the south
047 **SECRET OF THE PURPLE REEF, THE**—MD-80m.—(CS; DC)—Jeff Richards, Margia Dean—4762 (10-26-60)—Average programmer
044 **SQUAD CAR**—MD-61m.—Vici Raaf, Paul Bryar—4787 (1-25-61)—For the lower half
026 **SEPTEMBER STORM**—MD-99m.—(Stereovision; CS; DC)—Joanne Dru, Mark Stevens—4758 (10-12-60)—Entertaining entry in 3-D process
116 **SNIPER'S RIDGE**—MD-61m.—(CS)—Jack Ging, Stanley Clements—4790 (2-8-61)—Fair war programmer
SNOW WHITE AND THE THREE STOOGES—C-107m.—(CS; DC)—Carol Heiss, 3 Stooges—4825 (5-31-61)—Attractive entry for families and children in particular
035 **SONS AND LOVERS**—D-103m.—(CS)—Trevor Howard, Dean Stockwell, Wendy Hiller—4718 (7-2-60)—Interesting, beat off tale of English family—(Filmed in England)
021 **STORY OF RUTH, THE**—D-132m.—(CS; DC)—Elana Eden, Stuart Whitman—4714 (6-22-60)—Good Biblical drama can be sole
050 **TESS OF THE STORM COUNTRY**—D-84m.—(CS; DC)—Diane Baker, Jack Ging—4790 (2-8-61)—Interesting version of classic
117 **TRAPP FAMILY, THE**—D-106m.—(DC)—Ruth Leuwerik, Hans Holt—4797 (3-8-61)—Family yarn good for the program—German made; dubbed in English
027 **TRAPPED IN TANGIERS**—MD-74m.—(CS)—Edmund Purdom, Genevieve Page—4726 (8-3-60)—Lower half filler—Italian-made dubbed in English
032 **39 STEPS, THE**—MD-95m.—(DC)—Kenneth More, Taina Elg—4726 (8-3-60)—Chase meller for the program—England
UPSTAIRS AND DOWNSTAIRS—C-100m.—(DC)—Mylene Demongeot, Michael Craig—4777 (12-21-60)—Cute comedy—English
042 **WALK TALL**—W-60m.—(CS; DC)—Willard Parker, Joyce Meadows—4762 (10-26-60)—Lower half filler
WILD IN THE COUNTRY—D-114m.—(CS; DC)—Elvis Presley, Hope Lange—4830 (6-14-61)—Well-made dramatic story has rowley for draw
054 **WIZARD OF BAGHDAD, THE**—C-93m.—(CS; DC)—Dich Shawn, Diane Baker—4777 (12-21-60)—Amusing programmer
033 **YOUNG JESSE JAMES**—W-73m.—(CS)—Ray Strickiyn, Merry Anders—4730 (8-17-60)—Lower half western

COMING FEATURES IN ORDER OF RELEASE

June **BATTLE AT BLOODY BEACH**—(CS)—Audie Murphy, Dolores Michaels
July **MISTY**—(CS; DC)—David Ladd, Anne Seymour
July **FRANCIS OF ASSISI**—(CS; C)—Brad Dillman, Stuart Whitman, Dolores Hart
July **VOYAGE TO THE BOTTOM OF THE SEA**—(C; CS)—Walter Pidgeon, Joan Fontaine
Aug. **BIG GAMBLE, THE**—(CS; DC)—Stephen Boyd, Juliette Grecco

COMING

CLEOPATRA—(Todd-AO; C)—Elizabeth Taylor, Stephen Boyd—England
DOUBLE TROUBLE—(CS; DC)—Tommy Noonan, Pete Marshall
IT HAPPENED IN ATHENS—(CS; C)—Jayne Mansfield, Nico Minardos
LION OF SPARTA—(CS; C)—Richard Egan, Diane Baker
LOVES OF SALAMMBO, THE—(DC)—Jeanne Valerie, Jacques Sernas
MADISON AVENUE—(CS)—Dana Andrews, Eleanor Parker
QUEEN'S GUARD, THE—(CS)—Raymond Massey, Robert Stevens—England
SILENT CALL, THE—Roger Mobley, Pete, The Dog.
20,000 EYES—Gene Nelson, Merry Anders, James Brown

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

ALAMO, THE—D-161m.—(Todd-AC; TC)—John Wayne, Linda Cristal—4762 (10-26-60)—High rating, powerful historical drama—Batjac
AND QUIET FLOWS THE DON—D-107m.—(C)—Ellina Bystritskaya, Pyotr Glebov—4722 (7-20-60)—Cultural exchange film is adequate entry for art and specialty houses—Russian made—English titles
BY LOVE POSSESSED—D-115m.—(DC)—Lana Turner, Efrem Zimbalist, Jr.—4820 (6-14-61)—High rating drama has marquee power—Mirisch
6018 **CAGE OF EVIL**—MD-70m.—Ron Foster, Pat Blair—4718 (7-2-60)—Okay programmer—Zenith
6023 **ELMER GANTRY**—D-145m.—(EC)—Burt Lancaster, Jean Simmons—4718 (7-2-60)—Highly interesting entry headed for better returns
EXODUS—MD-213m—(Super Panavision 70; TC)—Paul Newman, Eva Marie Saint—4778 (12-21-60)—High rating—Preminger
FACTS OF LIFE, THE—C-103m.—Bob Hope, Lucille Ball—4771 (11-23-60)—Bright, adult comedy has potent name power—H-L-P
FIVE GUNS TO TOMBSTONE—W-71m.—James Brown, Delia Sherman—4790 (2-8-61)—Average western—Zenith
FRONTIER UPRISING—W-68m.—James Davis, Nancy Hadley—4790(2-8-61)—Cowboys, Indians, Mexicans and the U.S. Cavalry ride again—Zenith
GAMBLER WORE A GUN, THE—W-66m.—James Davis, Merry Anders—4810 (4-19-61)—Average western for action spots—Zenith
HOODLUM PRIEST, THE—D-101m.—Don Murray, Larry Gates—4794 (2-22-61)—High rating drama—Murray-Wood
INHERIT THE WIND—D-127m.—Spencer Tracy, Fredric March, Gene Kelly—4718 (7-2-60)—High-rating filmization of hit play—(Kramer)
6020 **LAST DAYS OF POMPEII, THE**—MD-103m.—(Supertotalscope; C)—Steve Reeves, Christine Kauffman—4715 (6-22-60)—Another historical-type spectacle—Italian-made; dubbed in English—Filmar
LAST TIME I SAW ARCHIE, THE—C-98m.—Robert Mitchum, Martha Hyer—4827 (5-31-61)—Humorous and entertaining tale of G. I's in training—Mark VII, Ltd.
MAGNIFICENT SEVEN, THE—D-126m.—(Panavision; DC)—Yul Brynner, Eli Wallach—4758 (10-12-60)—Quality action entry—Mirisch
MATTER OF MORALS, A—D-90j.—Maj-Britt Nilsson, Patrick O'Neal—4831 (6-14-61)—Interesting drama—Filmed in Sweden
MINOTAUR, THE—MD-92m.—(TC; Totalscope)—Bob Mathias, Rosanna Schiaffino—4814 (5-3-61)—Another Italian spectacle for the program—Italian-made; English dialogue
MISFITS, THE—D-124m.—Clark Gable, Marilyn Monroe—4790 (2-8-61)—Unusual, absorbing and adult entry—Seven Arts
6025 **NIGHT FIGHTERS, THE**—MD-88m.—Robert Mitchum, Anne Heywood—4750 (9-14-60)—Irish revolt programmer—Made in Ireland—D.R.M.-Stross
OPERATION BOTTLENECK—MD-78m.—Ron Foster, Miiko Taka—4794 (2-22-61)—Lower half war meller—Zenith
POLICE DOG STORY, THE—MD-61m.—James Brown, Merry Anders—4791 (2-8-61)—Family-type meller for duallers—Zenith
REVOLT OF THE SLAVES, THE—D-99m.—(TotalScope; EC)—Rhonda Fleming, Lang Jeffries—4831 (6-14-61)—Lots of action in another Italian-made spectacle—Italian-made; dubbed in English—Moffa
SNAKE WOMAN, THE—D-68m.—John McCarthy, Susan Travers—4819 (5-17-61)—Horror item for lower half—English made
6019 **STUDS LONIGAN**—D-95m.—Christopher Knight, Venetia Stevenson—4726 (8-3-60)—Book notoriety should help sell interesting film—Longridge
6024 **WALKING TARGET, THE**—MD-74m.—Joan Evans, Ronald Foster—4730 (8-17-60)—Fair lower half entry—Zenith
YOUNG SAVAGES, THE—D-100m.—Burt Lancaster, Dina Merrill, Shelly Winters—4814 (5-3-61)—Serious, fascinating probe of juvenile delinquency—Contemporary

COMING FEATURES IN ORDER OF RELEASE

May **DR. BLOOD'S COFFIN**—Kieron Moore, Hazel Court
May **GUN FIGHT**—James Brown—Zenith
June **WHEN THE CLOCK STRIKES**—James Brown, Merry Anders—Harvard
July **NAKED EDGE, THE**—Gary Cooper, Deborah Kerr—Pennebaker-Baroda
July **THE CAT BURGLAR**—Jack Hogan, June Kenney

COMING

BOY WHO FOUND $100,000—Wanda Hendrix, Don Beddoe, Roger Mobley—Harvard
GERONIMO—(TC)—Chuck Connors
GOODBYE AGAIN—Ingrid Bergman, Yves Montand—Argus
PARIS BLUES—Paul Newman, Joanne Woodward—Pennebaker
POCKETFUL OF MIRACLES—Glenn Ford, Bette Davis, Hope Lange—Capra
SOMETHING WILD—Carroll Baker, Ralph Meeker—Prometheus
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
THREE ON A SPREE—Jack Watling, Carole Lesley—Caralan
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
WEST SIDE STORY—(Panavision 70; EC)—Natalie Wood, Richard Beymer—Mirisch

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6021 **BETWEEN TIME AND ETERNITY**—D-84m.—(C)—Lilli Palmer, Carlos Thompson—4730 (8-17-60)—Drama has most attraction for women—Filmed abroad; dubbed in English
6120 **BLAST OF SILENCE**—MD-77m.—Allen Boren, Molly McCarthy—4810 (4-19-61)—Better program entry
6018 **COLLEGE CONFIDENTIAL**—D-90m.—Steve Allen, Jayne Meadows, Mamie Van Doren—4734 (8-31-60)—For the lower half
6019 **CHARTROOSE CABOOSE**—D-75m.—(EC)—Molly Bee, Ben Cooper—4719 (7-2-60)—Okay programmer
6115 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror Import should get attention—English
6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
6104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
6008 **HEAD OF A TYRANT**—MD-70m.—(Totalscope; TC)—Massimo Girotti, Isabelle Corey—4715 (6-22-60)—Historic melodrama for the program
6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
6014 **LEECH WOMAN, THE**—MD-77m.—Coleen Gray, Philip Terry, Grant Williams—4719 (7-2-60)—Horror for the lower half
6101 **MIDNIGHT LACE**—D-108m—(EC)—Doris Day, Rex Harrison—4763 (10-26-60)—Lush, name-filled suspense drama looks like box-office winner
6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
6015 **PORTRAIT IN BLACK**—D-112m.—(EC)—Lana Turner, Anthony Quinn—4715 (6-22-60)—Lavish, colorful tale of murder and illicit romance
6112 **POSSE FROM HELL**—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
PRIVATE LIVES OF ADAM AND EVE, THE—C-87m.—(Part color)—Mickey Rooney, Mamie VanDoren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
6106 **ROMANOFF AND JULIET**—C-103m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
6109 **SECRET WAYS, THE**—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made In Europe
6020 **SEVEN WAYS FROM SUNDOWN**—W-86m.—(EC)—Audie Murphy, Venetia Stevenson—4758 (10-12-60)—Very good western
6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andre Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English
6017 **S. O. S PACIFIC**—D-92m.—Eddie Constantine, Pier Angeli—4722 (7-20-60)—Suspenseful entry good for program—English
6070 **SPARTACUS**—D-189m.—(Super Technirama 70; TC)—Kirk Douglas, Laurence Olivier, Jean Simmons—4759 (10-12-60)—High-rating epic ranks with the best
6110 **TOMBOY AND THE CHAMP**—D-92m. (EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

6105 **SHAKEDOWN, THE**—Terence Morgan, Hazel Court—England
6118 **TROUBLE IN THE SKY**—Michael Craig, Elizabeth Seal, Peter Cushing—English-made
6119 **TAMMY TELL ME TRUE**—(C)—Sandra Dee, John Gavin

COMING

BACK STREET—(C)—Susan Hayward, John Gavin, Vera Miles
CAPE FEAR—Gregory Peck, Polly Bergen
6121 **COME SEPTEMBER**—(Panavision; TC)—Rock Hudson, Gina Lollobrigida, Sandra Dee
FLOWER DRUM SONG—(C)—Nancy Kwan, James Shigeta
LAST HERO—(Panavision)—Kirk Douglas, Gena Rowlands
LOVER COME BACK—(C)—Rock Hudson, Doris Day, Tony Randall
OUTSIDER, THE—Tony Curtis, Miriam Colon

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

014 **BIMBO THE GREAT**—MD-93m.—(EC, CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
001 **CROWDED SKY, THE**—D-105m.—(TC)—Dana Andrews, Rhonda Fleming—4734 (8-31-60)—Yarn of men and planes has angle
005 **DARK AT THE TOP OF THE STAIRS, THE**—D-123m.—(TC)—Robert Preston, Dorothy McGuire—4754 (9-28-60)—Well-made interesting adult entry
013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-94m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
008 **FEVER IN THE BLOOD, A**—D-117m.—Efrem Zimbalist, Jr., Angie Dickinson—4787 (1-25-61)—Interesting dramatic fare on world of politics
004 **GIRL OF THE NIGHT**—D-99m.—Anne Francis, Lloyd Nolan—4759 (10-12-60)—Exploitable clinical study of a prostitute—for adults only
009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry
919 **ICE PALACE**—D-143m.—(TC)—Richard Burton, Carolyn Jones—4715 (6-22-60)—Interesting drama; Alaska and its people
921 **OCEAN'S ELEVEN**—CMD-127m.—(Panavision; TC)—Frank Sinatra, Dean Martin, Angie Dickinson—4730 (8-17-60)—Highly entertaining entry is sure boxoffice
015 **PARRISH**—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
011 **PORTRAIT OF A MOBSTER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charite Luna—4820 (5-17:61)—Good programmer
007 **SUNDOWNERS, THE**—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
002 **SUNRISE AT CAMPOBELLO**—BIO D-143m.—(TC)—Ralph Bellamy, Greer Garson—4754 (9-28-60)—Quality picturization of hit stage play
010 **WHITE WARRIOR, THE**—MD-86m.—(TC; DYALI-SCOPE)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English

COMING

016 **FANNY**—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer

COMING FEATURES IN ORDER OF RELEASE

CLAUDELLE INGLISH—Diane McBain, Arthur Kennedy
SPLENDOR IN THE GRASS—(TC)—Natalie Wood, Warren Beatty
COUCH, THE—Grant Williams, Shirley Knight
HOUSE OF WOMEN—Shirley Knight, Andrew Duggan
SAMAR—(TC)—George Montgomery, Zira Rodman
LAD: A DOG—(TC)—Peggy McCay, Peter Breck
MAJORITY OF ONE, A—(TC)—Rosalind Russell, Alec Guiness
MARAUDERS, THE—(TC)—Jeff Chandler, Ty Hardin
ROMAN SPRING OF MRS. STONE, THE—(C)—Vivien Leigh, Warren Beatty
SUSAN SLADE—(TC)—Troy Donahue, Connie Stevens, Dorothy McGuire
MUSIC MAN, THE—(TC)—Robert Preston, Shirley Jones

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

ABSENT MINDED PROFESSOR, THE—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one—Buena Vista
ATLAS—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-17-61)—Spectacle programmer for action spots—Filmgroup
CAREER GIRL—NOV-61m.—(C)—June Wilkinson—4727 (8-3-60)—Filler for exploitation spots—Astor
CAREER GIRLS ON A NAKED HOLIDAY—NOV.-65m.—Zelda Supplee—4798 (3-8-61)—Another nudist colony exposition—Brenner
CODE OF SILENCE—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half meller Sterling World Dist.
COLD WIND IN AUGUST, A—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aidart
CROWNING EXPERIENCE, THE—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral Re-Arament
DEAD ONE, THE—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras
DEADLY COMPANIONS, THE—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—(6-14-61)—Engrossini western hits the mark—Pathe-America
ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made in Denmark—Budd Rogers
GIRL IN LOVERS' LANE, THE—MD-78m.—Brett Halsey, Joyce Meadows—4727 (8-3-60)—Meller for the duallers—Filmgroup
GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay meller for duallers—Made in Brazil—Astor
HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
HIDEOUT IN THE SUN—NOV-72m.—(EC)—No credits available—4735 (8-31-60)—Fair nudist novelty—Astor
HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers—Buena Vista
HOUND THAT THOUGHT HE WAS A RACOON, THE—NOV-46m.—(TC)—Walt Disney—Live Action Featurette—4735 (8-31-60)—Excellent novelty nature subject—Buena Vista

One-Eyed Jacks	A3	Par.
One Foot in Hell	A3	Fox
One Hundred And One Dalmatians	A1	Misc.
Operation Bottleneck	A2	UA
•Operation Camel		A-I
Operation Eichmann	A3	AA
Oscar Wilde	C	Fer.
Ostrich Has Two Eggs, The		Fer.
•Outsider, The		U-I

P

Parent Trap, The	A1	Misc.
•Paris Blues		UA
Parrish	B	WB
Passport To China	A1	Col.
Payoff With Love		For.
Pepe	A1	Col.
Pharaoh's Woman	B	U-I
Picnic—RE		Col.
Picnic On The Grass		For.
•Pit And The Pendulum, The		A-I
•Play It Cool		Col.
Please Turn Over	A3	Col.
Pleasure of His Company, The	A2	Par.
Plunderers, The	A3	AA
•Pocketful Of Miracles		UA
Police Dog Story	A1	UA
Portrait In Black	A3	U-I
Portrait Of A Mobster	B	WB
Portrait Of A Sinner	B	A-I
Posse From Hell	A2	U-I
Prime Time, The	B	Misc.
Private Lives of Adam and Eve, The	B	U-I
•Professionals, The		AI
Psycho	B	Par.

•Queen's Guard, The		Fox

Q

R

Raisin In The Sun, A	A2	Col.
Raymie	A1	AA
•Reptilicus		A-I
Rest Is Silence, The		For.
Return To Peyton Place	A3	Fox
•Revolt of the Slaves		UA
Right Approach, The	B	Fox
Ring Of Fire	A3	MGM
Ritual Of Love		For.
Rocket Attack, U. S. A.		Misc.
•Roman Spring Of Mrs. Stone, The		WB
Romanoff and Juliet	A1	U-I
Royal Ballet, The		For.
Rue De Paris	A3	For.

S

•St. George And The 7 Curses		UA
•Samar		WB
Sanctuary	B	Fox
Santa Claus	A1	For.
Saturday Night And Sunday Morning	C	For.
Savage Eye, The	C	Misc.
Savage Innocents	A3	Par.
School for Scoundrels	A2	For.
•Scream Of Fear		Col.
•Secret Of Monte Cristo, The		MGM
Secret of the Purple Reef	A2	Fox
•Sergeant Was A Lady		U-I
Secret Partner, The	A2	MGM
Secret Ways, The	A2	U-I
September Storm	B	Fox
Serengeti Shall Not Die	A1	AA
Seven Ways From Sundown	A2	U-I
Sex Kittens Go To College	B	AA
Sexpot		For.
Shadow Of The Cat	A2	U-I
Shadows		Misc
•Shakedown, The	B	U-I
She Walks By Night		For.
She Was Like A Wild Chrysanthemum		For.
Sign of Zorro		Misc.
•Silent Call, The		Fox
Sin and Desire		For.
Sin of Rachel Cade, The	A3	WB
Snake Woman		UA
Sniper's Ridge	A2	Fox
Snow White And The 3 Stooges		Fox
Solid Gold Cadillac, The—RE	A2	Col.
•Something Wild		UA
Song of Sister Maria, The	A1	For.
Song Without End	A2	Col.
Sons and Lovers	B	Fox
S. O. S. Pacific	A2	U-I
Spartacus	A3	U-I
Spessart Inn, The		For.
•Splendor In The Grass		WB
•Spider's Web, The		UA
Squad Car	B	Fox
Steel Claw, The	A2	WB
•Stop Me Before I Kill	A3	Col.
Stop, Look and Laugh	A1	Col.
Stop Me Before I Kill	A3	Col.
Story of Ruth, The	A1	Fox
Studs Lonigan	B	UA
Subterraneans, The	A3	MGM
•Summer and Smoke		Par.
Sundowners, The	A2	WB
Sun Lovers Holiday		Mis.
Sunrise at Campobello	A2	WB
Surprise Package	B	Col.
•Susan Slade		WB
Swiss Family Robinson	A1	Misc.
Sword of Sherwood Forest	A1	Col.

T

•Tammy Tells Me True	A1	U-I
•Tartars, The		MGM
Tarzan The Magnificent	A2	Par.
Teacher And The Miracle, The	A1	For.
Ten Who Dared	A1	Misc.
Terror Of The Tongs	B	Col.
Tess of the Storm Country	A2	Fox
They Were Ten		For.
•Thief Of Baghdad, The		MGM
Thirteen Ghosts	A1	Col.
39 Steps	A1	Fox
Three Blondes In His Life		Misc.
•Three On A Spree		UA
Three Worlds Of Gulliver	A1	Col.
Thunder In Carolina	B	Misc.
•Thunder Of Drums, A		MGM
•Time Bomb		AA
Time Machine, The	A2	MGM
Tomboy And The Champ	A1	U-I
•Too Late Blues		Par.
Tormented, The	A2	AA
Trapp Family, The	A1	Fox
Trapped In Tangiers	A2	Fox
Trials Of Oscar Wilde, The (Green Carnation, The)	C	For.
•Trouble in the Sky	A1	U-I
Tunes Of Glory	A3	For.
Twelve To The Moon	A1	Col.
•Twenty Plus Two		AA
•20,000 Eyes		Fox
Twinkle And Shine (It Happened To Jane)—RE		Col.
Two Loves	B	MGM
•Two Rode Together		Col.
Two Way Stretch	A2	For.
Two Women		For.

U

Under Ten Flags	A1	Par.
•Underwater City, The		Col.
Underworld, U. S. A.	B	Col.
Unfaithfuls, The	A3	AA
Upstairs and Downstairs	A3	Fox

V

•Valiant, The		UA
Village Of The Damned, The	A2	MGM
Violent Summer, The		For.
Virgin Spring, The	A3	For.
•Voyage To The Bottom Of The Sea		Fox

W

Wackiest Ship In The Army, The	A1	Col.
Walk Tall	A1	Fox
Walking Target	A2	UA
Warrior Empress, The	B	Col.
Watch Your Stern	A1	For.
Weddings and Babies		Misc.
•West Side Story		UA
•When The Clock Strikes		UA
Where The Boys Are	B	MGM
Where The Hot Wind Blows	B	MGM
White Warrior, The	A2	WB
Why Must I Die?	A3	A-I
Wild In The Country		Fox
Wild One, The—RE	B	Col.
Wild Ride, The		Misc.
•Wild Youth		Misc.
Wings Of Chance	A1	U-I
Wizard of Baghdad, The	A1	Fox
Wonders Of Aladdin, The		MGM
World Of Suzie Wong, The	B	Par.

Y

Young Have No Time, The	A3	For.
Young Jesse James	B	Fox
Young Love		For.
Young One, The	A3	Misc
Young Savages, The	A2	UA

JUNGLE CAT—NOV-70m.—(TC)—Walt Disney True Life Adventure—4735 (8-31-60)—Excellent nature study—Buena Vista
LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for duallers.—Filmgroup
LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitale gangster meller—Filmservice Dist.
MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer—Filmservice Dist. Corp.
MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
NATCHEZ TRACE—MD-80m—Zachary Scott, Marcia Henderson—4764 (10-26-60)—Okay historical action meller—Panorama
NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—(6-14-61)—Good action yarn for the program—Buena Vista
OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps program meller—Filmservice Dist. Corp
ONE HUNDRED AND ONE DALMATIONS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)—Buena Vista
PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all—Buena Vista
PRIME TIME, THE—MD-76m.—JoAnn LeCompte, James Brooks—4760 (10-12-60)—Amateurish 'teen-age meller for lower half—Mid Continent
ROCKET ATTACK, U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
SAVAGE EYE, THE—D-67m.—Barbara Baxley—4719 (7-6-60)—Unusual adult entry for art and specialty spots—Trans-Lux-Kingsley
SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
SIGN OF ZORRO, THE—W-89m.—Guy Williams, Henry Calvin—4719 (7-6-60)—Program western will ride in on Zorro name—Buena Vista
SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuitl—4776 (12-7-60)—Another nudist colony novelty—Made in Brazil—English commentary—Astor
SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade—Buena Vista
TEN WHO DARED—MD-92m.—(TC)—Brian Keith, John Beal—4756 (9-28-60)—Good adventure yarn—Buena Vista
THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema Associates
THUNDER IN CAROLINA—D-92m.—(C)—Rory Calhoun, Connie Hines—4723 (7-20-60)—Okay programmer—Howco
WEDDINGS AND BABIES—D-81m.—Viveca Lindfors, John Myhers—4768 (11-9-60)—For art houses—Morris Engel
WILD RIDE, THE—MD-63m.—Jack Nicholson, Georgianna Carter—4727 (8-3-60)—Teen-age meller for duallers—Filmgroup
WILD YOUTH—MD-70m.—Robert Hutton, Carol Ohmart—4760 (10-12-60)—For the lower half—Cinema Associates
YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ARGENTINE

END OF INNOCENCE—D-76m.—Elsa Daniel, Lautaro Mura—4756 (9-28-60)—Okay for art and specialty spots—Titles—Kingsley Int.

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—Valiant
CARRY ON, NURSE—C-88m.—Kenneth Connor, Hattie Jacques—4726 (8-3-60)—Plenty of laughs for art houses and some conventional spots—Governor
ENTERTAINER, THE—D-97m.—Sir Laurence Olivier, Brenda de Banzie—4759 (10-12-60)—Off-beat, interesting entry for art and specialty spots—Continental
FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
FOR MEMBERS ONLY—NOV-87m.—(TC)—Brian Cobby, Shelley Martin—4759 (10-12-60)—Sexploitation nudist film for fast buck spots—Union
FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing Import—Films Around The World
GREEN CARNATION, THE—See the Trials of Oscar Wilde
LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
NEXT TO NO TIME—CD-93m.—(EC)—Kenneth More, Betsy Drake—4731 (8-17-60)—Moderately entertaining import—Show Corp. of America
OSCAR WILDE—D-96m.—Robert Morley, Phyllis Calvert—4723 (7-20-60)—For the art and specialty spots—Films Around the World
ROYAL BALLET, THE—BALLET-131m.—(EC)—Margot Fonteyn, Michael Somes—4760 (10-12-60)—Exquisite ballet film for art spots—Lopert
SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly interesting import—Continental
SCHOOL FOR SCOUNDRELS—C-94m.—Ian Carmichael, Janette Scott—4731 (8-17-60)—Highly amusing Import—Continental
TRIALS OF OSCAR WILDE, THE (GREEN CARNATION, THE)—D-128m.—(Technirama; TC)—Peter Finch, Yvonne Mitchell—4723 (7-20-60)—For the art and specialty spots—Warwick
TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalone, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed in English—Film Representations

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior—
BIG CHIEF, THE—C-98m.—Fernandel, Gino Cervi—4723 (7-20-60)—Cute comedy—Titles—Continental
BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English Titles—Kingsley—Int.
DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed in English—Films Around The World
GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed in English—Fanfare
HIROSHIMA, MON AMOUR—D-88m.—Emmanuelle Riva, Eiji Okada—4719 (7-2-60)—Tale of romance and the evils of war for art and specialty spots—Titles—Zenith International
LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots—Titles and narration—Kingsley-Int.
LOVE GAME, THE—D-88m.—Jean-Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
MARIE OCTOBRE—D-98m.—Danielle Darrieux, Bernard Blier—4763 (10-26-60)—Compelling import for art spots—English titles—Lopert
MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
NO MORALS—MD-77m.—(Colorscopic)—Jeanne Moreau, Robert Dalban—4735 (8-31-60)—Exploitable import for art and specialty spots—Titles—Mishkin
OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art, specialty spots—English titles—Janus
PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
RITUAL OF LOVE—DIC-73m.—(EC)—4756 (9-28-60)—Exploitable anthropological subject for artspots—English narration—Pacemaker
RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
SEXPOT—MD-93m.—Magali Noel, Philippe Lemaire—4735 (8-31-60)—Strictly for art, specialty houses—Titles—Mishkin
SIN AND DESIRE—D-77m.—Francoise Arnoul, Andre LeGall—4763 (10-26-60)—Import not of art house calibre—Dubbed in English—Atlantis

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elisabeth Muelier—4766 (11-9-60)—Well-made, suspenseful import—English titles—Preaident
HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed in English—Continental

IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental

REST IS SILENCE, THE—D-106m.—Hardy Kruger, Ingrid Andree—4752 (9-14-60)—Interesting art house entry—Titles—Films Around The World

SHE WALKS BY NIGHT—D-85m.—Belinda Lee—4731 (8-17-60)—Adult fare for specialty spots—Dubbed in English—Woolner

SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino

MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

GREEK

NEVER ON SUNDAY—C-91m.—Melina Mercouri, Jules Dassin—4763 (10-26-60)—Delightful comedy is art house winner and could surprise elsewhere—English dialogue—Jopert

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teomi—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting import for art spots—English titles—Janus

ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnnson—4806 (4-5-61)—Fair tale of miscegination and mystery—Dubbed in English—Atlantis

GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental

BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO

HEAVEN ON EARTH—D-84m.—(EC)—Barbara Florian, Charles Fawcett—4763 (10-26-60)—Interesting tour of Rome with romantic dressing—Dubbed in English—JB Film Dist.

LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor

LOVE SPECIALIST, THE—C-104m.—(TE; TC)—Diana Dors, Vittorio Gassman—4756 (9-28-60)—Light weight import can be sold in some spots on name values—Dubbed in English—Madison

MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon

TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevola—4807 (4-5-61)—Heart-touching import—Dubbed in English—President

TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy

VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

JAPANESE

CARMEN COMES HOME—CD-87m.—Hideko Takamine, Toshiko Kobayashi—4730 (8-17-60)—Cute entry for art spots—English titles—Brandon

PAYOFF WITH LOVE—CD-104m.—(Grandscope; EC)—Keiji Sada, Mariko Okada—4723 (7-20-60)—Cute, unusual and scenic import—English titles—Alan

SHE WAS LIKE A WILD CHRYSANTHEMUM—D-100m.—Chishu Ryu, Noriko Arita—4727 (8-3-60)—Fair import—English titles—Brandon

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray

SANTA CLAUS—FAN-94m.—(EC)—Joseph Elias Moreno—4760 (10-12-60)—For the kiddies—Dubbed in English—K. Gordon Murray

SPANISH

SONG OF SISTER MARIA, THE—D-81m.—Dominque Blanchar—4727 (8-3-60)—Mild religious entry—Dubbed in English—Citation

SWEDISH

DREAMS—D-86m.—Harriet Andersson, Gunnar Bjornstrand—4726 (8-3-60)—Satisfactory import has Bergman name—Titles—Janus

VIRGIN SPRING, THE—D-88m.—Max von Sydow, Birgitta Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimir Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Union

YUGOSLAVIAN

MICHAEL STROGOFF—MD-115m.—(CS; C)—Curt Jurgens, Genevieve Page—4719 (7-2-60)—Good adventure yarn—Dubbed in English—Continental

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(This is a listing of all production numbers and release dates as made available by the companies on 1959-'60 and 1960-'61, product, accurate to time of publication—Ed.)

Allied Artists

6003 Sex Kittens Go To College....Aug.
6006 Raymie....July
6007 Hell to Eternity....Sept.
5009 Caltiki, The Immortal Monster....Sept.
6010 The Tormented....Sept.
6012 Bloody Brood....Oct
5013 Serengeti Shall Not Die....Oct.
6101 Look In Any Window....Jan.
6008 The Plunderers....Nov.
6014 Heroes Die Young....Nov.
6015 The Unfaithfuls....Nov.
6016 Herod The Great....Dec.
6101 Look In Any Window....Jan.
6102 Dondi....Mar.
6103 Operation Eichmann....Mar.
6104 Time Bomb....April
6105 Angel Baby....May
6106 David and Goliath....June
6107 King Of The Roaring 20's....June
6108 Brainwashed....July
6109 Armored Command....July
6110 Twenty Plus Two....Aug.

American-International

502 The House Of Usher....July
505 Beyond the Time Barrier....Aug.
506 Amazing Transparent Man....Aug.
507 Portrait Of A Sinner....Jan.
508 Journey to the Lost City....Oct.
509 Goliath and the Dragon....Dec.
601 The Hand....Mar.
602 Black Sunday....Feb.
603 Konga....Mar.
604 Jekyll's Inferno....May
605 Operation Camel....May
606 Beware of Children....April
Master of the World....June
Reptilicus....July
The Professionals....July

Columbia

470 Swan Lake....Dec.
501 Strangers When We Meet....July
502 Thirteen Ghosts....July
503 Stop, Look, Laugh....July
504 Nights of Lucretia Borgia....Aug.
505 The Enemy General....Sept.
506 All The Young Men....Sept.
507 Fast and Sexy....Sept.
508 As The Sea Rages....Sept.
509 The Wild One—RE....Oct.
510 On The Waterfront—RE....Oct.
511 Song Without End....July
512 I Aim At The Stars....Oct.
513 Let No Man Write My Epitaph....Oct.
514 Surprise Package....Nov.
515 I'm All Right, Jack....Oct.
516 Hell Is A City....Nov.
517 The 3 Worlds Of Gulliver....Dec.
518 Please Turn Over....Dec.
519 Jazz Boat....Dec.
The Wackiest Ship In The Army....Jan.
Sword Of Sherwood Forest....Jan.
Hand In Hand....Feb.
The Warrior Empress....May
Passport to China....Feb.
Underworld U. S. A....Mar.
Pepe....Mar.
Cry For Happy....Mar.
The Terror of the Tongs....Mar.
Born Yesterday—RE....Mar.
The Solid Gold Cadillac—RE....Mar.
Five Golden Hours....June
A Raisin In The Sun....April
Stop Mo Before I Kill....May
Picnic—RE....April
The Treatment....April
Greengago Summer, The....May
Mad Dog Coll....May
Mein Kampf....May
Gidget Goes Hawaiian....June
Homicidal....June
Most Dangerous Man Alive, The....June
The Guns Of Navarone....July
Two Rode Together....July
Mysterious Island....Aug.

MGM

17 Bells Are Ringing....July
19 The Day They Robbed The Bank Of England...July
Don Quixote—USSR....May
20 All the Fine Young Cannibals....Aug.
101 The Angel Wore Red....Sept.
102 The Subterraneans....Sept.
103 The Key Witness....Oct.
104 Where The Hot Wind Blows....Oct
105 Gorgo....Jan.
106 Butterfield 8....Nov.
107 Magic Boy....
108 Cimarron....Dec.
109 The Village Of The Damned....Jan
110 Where The Boys Are....Dec.
111 Go Naked In The World....Feb
112 Colossus of Rhodes....
113 Atlantis, The Lost Continent....May
114 Gone With The Wind—RE....
115 The Secret Partner....Mar.
116 The Green Helmet....April
117 Two Loves....May
118 Bridge To The Sun....Aug.
119 Ring of Fire....June
120 Morgan The Pirate....July
121 The Secret Of Monte Cristo....June
122 Honeymoon Machine....July
123 The Thief Of Baghdad....Aug.
124 Ada....Aug.

Paramount

5923 The Rat Race....July
5924 The Bell Boy....July
5925 Tarzan The Magnificent....July
5926 Psycho....Aug.
5927 It Started In Naples....Sept.
5001 The Boy Who Stole A Million....Sept
6002 Under 10 Flags....Sept.
6004 The Savage Innocents....Feb
6005 G. I. Blues....Nov.
6006 A Breath Of Scandal....Oct.
6007 Cinder Fella....Dec.
6008 The World Of Suzie Wong....Feb.
6009 Blueprint For Robbery....Jan.
R6011 Elephant Walk—RE....Jan.
R6012 The Naked Jungle—RE....Jan.
6010 All In A Night's Work....April
6013 Foxhole In Cairo....April
6014 One-Eyed Jacks....May
Ladies' Man....June
6016 On the Double....July
6017 Pleasure Of His Company....Aug.

20th-Fox

021 The Story Of Ruth....July
022 12 Hours To Kill....June
023 South Pacific....
The Idiot—USSR....Aug.
025 September Storm....Oct.
026 The Lost World....July
027 Trapped In Tangiers....July
028 From The Terrace....July
029 High Powered Rifle....July
029 One Foot In Hell....Aug.
030 For the Love of Mike....Aug.
031 Murder, Inc....July
032 The 39 Steps....Aug.
033 Young Jesse James....Aug.
034 Let's Make Love....Sept.
035 Sons and Lovers....Aug.
Aphrodite....Sept.
036 High Time....Oct.
037 Legions Of The Nile....Dec.
039 Goddess Of Love....Nov
040 Captains Table, The....Oct.
042 Walk Tall....Oct.
043 Freckles....Sept.
044 Squad Car....Sept.
046 Desire In The Dust....Oct.
047 Secret of the Purple Reef....Oct
050 Tess Of The Storm Country....Feb.
051 North To Alaska....Nov.
053 Desert Attack....Nov.
054 The Wizard of Baghdad....Dec.
056 Flaming Star....Jan.
057 Esther And The King....Nov.
101 Marriage-Go-Round....Jan.
102 The Little Shepherd Of Kingdom Come....Jan.
The Queen's Guards....Feb.
104 The Millionairess....Jan
105 The Canadians....
110 Ferry To Hong Kong....
111 Circle of Deception....Mar
112 All Hands On Deck....Mar.
113 The Long Rope....Feb
114 Days Of Thrills And Laughter....Mar.
115 Sanctuary....Mar.
117 The Trapp Family....Mar.
Misty....July
TheBig Show....May
Return to Peyton Place....May
The Right Approach....May
Battle At Bloody Beach....June
Wild In The Country....June
Voyage To The Bottom Of The Sea....June
Snow White And The 3 Stooges....July
Francis Of Assisi....July
The Big Gamble....Aug.

United Artists

6017 The Apartment....July
6018 Cage Of Evil....July
6019 Studs Lonigan....Sept.
6020 Last Days of Pompeii....July
6023 Elmer Gantry....Aug.
6024 Walking Target....Nov.
6025 The Night Fighters....Sept.
The Magnificent Seven....Oct
Inherit The Wind....Nov.
The Alamo....Nov.
Police Dog Story....Dec.
Exodus....Dec.
The Facts Of Life....Jan.
Five Guns To Tombstone....Jan.
The Misfits....Feb.
Warlord Of Crete....Feb.
Operation Bottleneck....Feb.
Hoodlum Priest....Mar.
A Matter of Morals....Mar.
The Minotaur....April
Revolt Of The Slaves....May
The Young Savages....May
Snake Woman....May
Dr. Blood's Coffin....May
Gun Fight....May
Last Time I Saw Archie....June
When The Clock Strikes....June
By Love Possessed....July
Naked Edge....July
The Cat Burglar....July

Universal

6015 Portrait In Black....July
6016 Dinosaurus....July
6017 SOS Pacific....Aug.
6018 College Confidential....Aug.
6019 Chartreuse Caboose....Aug.
6020 Seven Ways From Sundown....Oct.
5021 Between Time and Eternity....Sept.
6070 Spartacus....
6101 Midnight Lace....Nov.
6102 Private Lives Of Adam And Eve....Jan.
6103 The Grass Is Greener....Jan.
5104 The Great Imposter....Feb.
6105 The Shakedown....Feb.
6106 Romanoff And Juliet....Mar
6109 The Secret Ways....April
6110 Tomboy And The Champ....April
6111 Wings Of Chance....April
6113 Pharaoh's Woman....May
6114 Ole Rex....May
Posse From Hell....May
6115 Curse Of The Werewolf....June
6116 Shadow Of The Cat....June
6117 The Last Sunset....July
6118 Trouble In The Sky....July
6119 Tammy Tell Me True....July
6120 Blast Of Silence....
6121 Come September....

Warners

919 Ice Palace....July
920 Hercules Unchained....July
921 Ocean's Eleven....Aug.
001 The Crowded Sky....Sept.
002 Sunrise At Campobello....Oct.
003 The Sins Of Rachel Cade....April
004 Girl Of The Night....Oct.
005 The Dark At The Top Of The Stairs....Oct.
007 The Sundowners....Dec
008 Fever In The Blood....Jan
009 Gold Of The Seven Saints....Feb
010 The White Warrior....Mar
011 Portrait of a Mobster....April
012 Steel Claw, The....May
013 Fabulous World of Jules Verne....June
014 Bimbo the Great....June
015 Parrish....
016 Fanny....July
017 Lad: A Dog....Aug
Splendor In The Grass....Aug.

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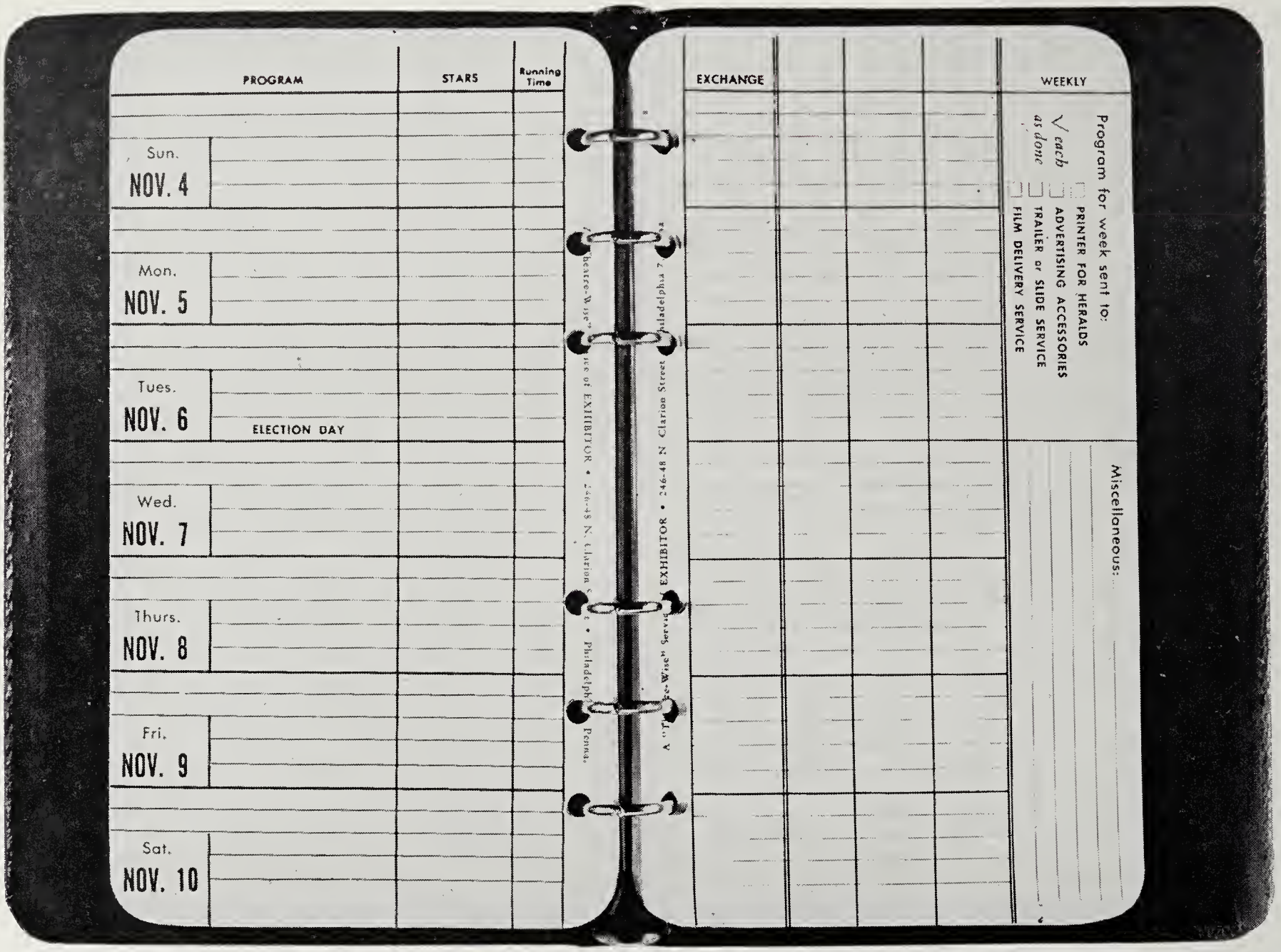
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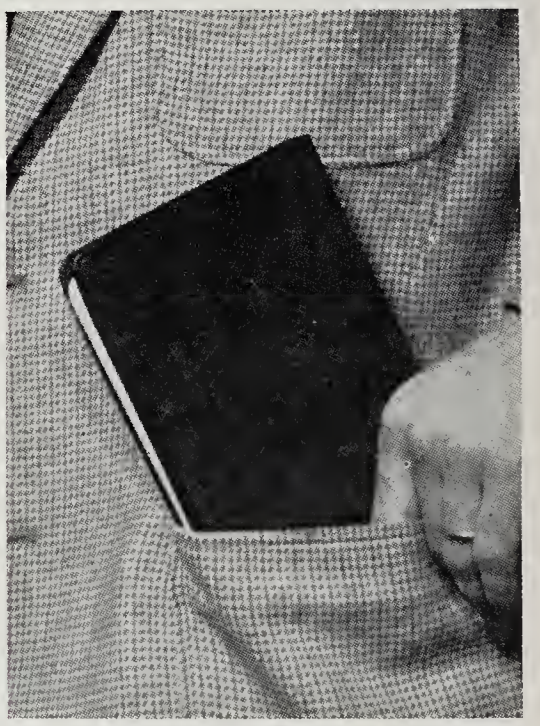
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SHOWMEN'S TRADE REVIEW

Founded in 1933 by
CHARLES E. "Chick" LEWIS

JUNE 28, 1961 Volume 66 Number 4

IN THREE SECTIONS • THIS IS SECTION ONE



Classify Or Not? It's Up To Exhibs

(See Page 7)

Little Rock Scene Of Pay-TV Battle

(See Page 8)

Adolph Goldberg, recently elected president of the Standard City Club, one of Detroit's most important philanthropic organizations. Goldberg is also president of Community Theatres, a leading industry circuit, and an active Barker in Tent 5, Variety Clubs International.

The Newspaper-TV Monopoly . . . see editorial—page 5



WHAT WAS THE TRUTH ABOUT *Ada*?

...The stories the headlines carried?

...The names her husband called her?

...The tape recording a lot of people wanted to hear?

SUSAN HAYWARD

METRO GOLDWYN MAYER presents

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Screen Play by ARTHUR SHEEKMAN and WILLIAM DRISKILL

Based on the Novel "Ada Dallas" by WIRT WILLIAMS

Directed by DANIEL MANN · Produced by LAWRENCE WEINGARTEN ·

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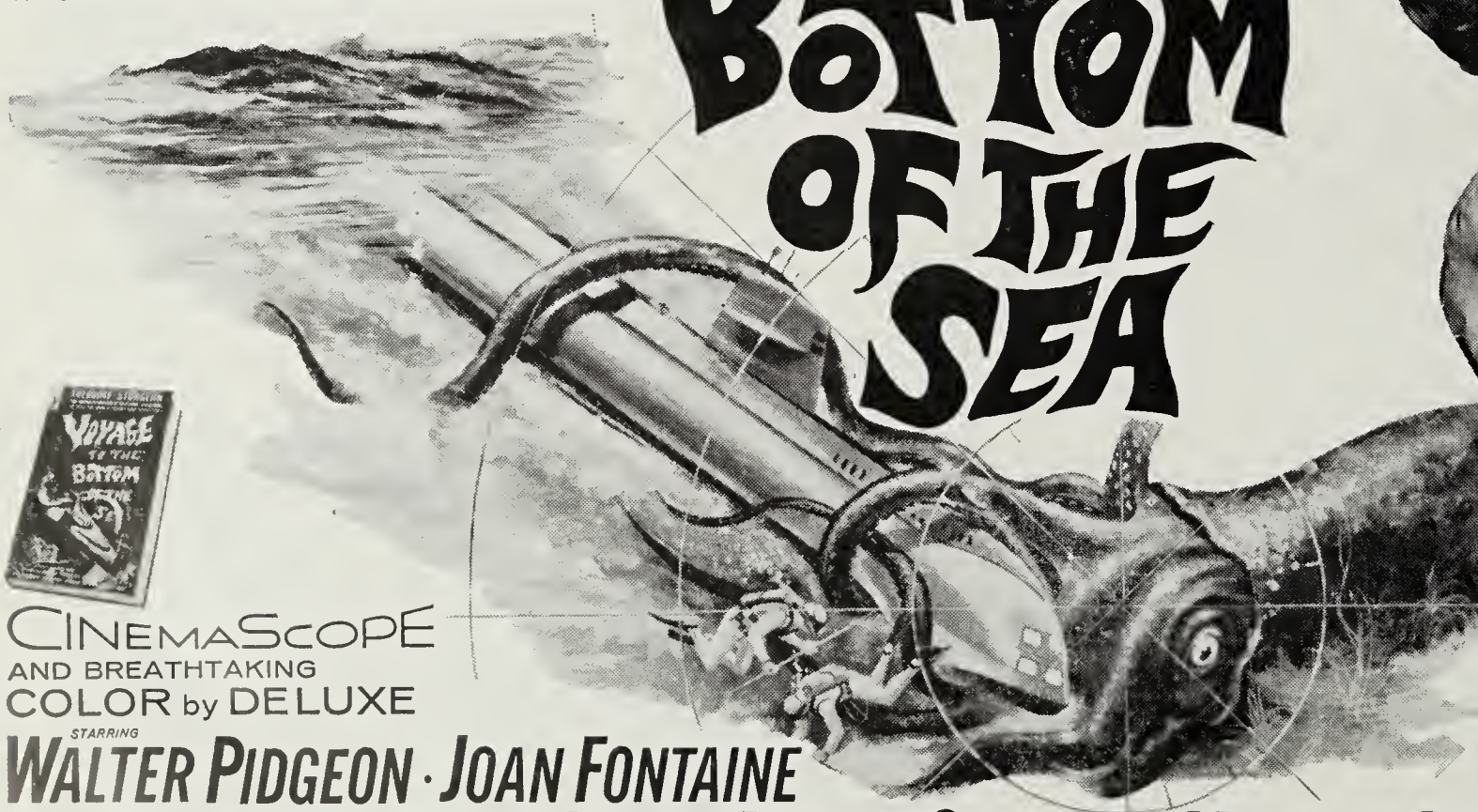


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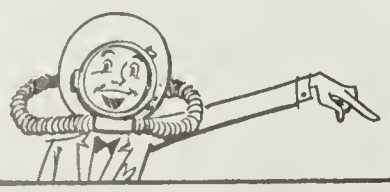
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MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 4

JUNE 28, 1961



THE NEWSPAPER-TV MONOPOLY

SEVERAL YEARS AGO, producing film companies were forced by government decree to divest themselves of their theatre interests. The Department of Justice felt that the situation was monopolistic.

That same Department, however, seems to be asleep when it comes to what appears to us a far more dangerous monopoly. We refer to the common practice of newspaper-owned TV and radio stations. In many communities, the only newspaper in town owns the only TV station in town, providing a stranglehold on the all-important media of communication that can in no way be in the public interest.

We picked up the Evening Sun, a Baltimore newspaper, and checked its entertainment page. There were extensive listings for TV and radio. The news columns contained a two column by eight inch story under the heading "ON FILM." Sounds like it deals with motion pictures, doesn't it? You couldn't be more wrong. The column concerned RKO's oldie, "BUNDLE OF JOY," and just by chance it appeared on the same page with a quarter page ad calling attention to the local TV showing of that same film.

Yes, you guessed it. The Baltimore Sun also owns the local TV station, WMAR-TV, Channel Two. Motion picture theatres in the area can hardly expect much cooperation from a newspaper owing its allegiance to a sister TV operation. Should he be involved in an argument with such a newspaper, the unlucky exhibitor would find TV facilities closed to him as well.

It would appear at the moment that the heat of governmental and public pressure is being focussed on violence and excessive blood and thunder in TV instead of motion pictures, and the resultant investigation should include some probing into any monopolistic newspaper-TV tieup.

Exhibitors who chase the fast buck should take heed and realize the disservice they do their industry. Perhaps it would be wise for our own Eric Johnston to take a leaf from the book of the FCC's Everett Minow, who has served notice on broadcasters that the time has come to elevate their medium's sights.

It is no secret that legislators who are quick to condemn motion pictures with sweeping and often unwarranted attacks on sex and violence are far less inclined to level their fire against TV.

This can hardly be called fair play.

Famed attorney Morris Ernst, who has been in the forefront of anti-censorship efforts for many years and is a jealous guardian of civil liberties, remarked on a TV show recently that if he had his way, no newspaper would be allowed to own a TV station.

We heartily endorse Mr. Ernst's sentiments and trust that the Justice Department will take a long, hard look.

U.S. FILMS—OUR TOP "SALESMEN"

IT IS A WELL KNOWN FACT that no American export has a greater world-wide impact than motion pictures. A new hairdo sported by an internationally popular actress can change styles from New York to Tokyo. A girl wearing slacks in an American film can bring about a fashion revolution in South America.

There is no doubt that American films do much to shape the world's thinking and commerce. Home conveniences and other products we take for granted, when shown in films, create excitement overseas, along with a desire to raise the standard of living so that they, too, may enjoy such things.

One hears complaints that motion pictures distributed abroad do not always show the U.S. in the most favorable light. This right to criticise ourselves is democracy's precious heritage. No one can imagine a Russian film criticising anything about the Communist way of life. Everyone is not a boy or girl scout. It would seem that the right to show our weaknesses as well as our strengths (and we do not mean the quick buck exploitation efforts that are of as much harm here as abroad) is one of the things that makes the American film industry great.

With all the phony excitement of a Cannes film festival fresh in our minds, it is clear that Warner Brothers, by bringing 250 American opinion makers to the studio to view American films in the making, did far more constructive good for the whole industry. The Warner Brothers Jubilee focussed attention on top American films, and the resultant publicity should make it quite clear that public interest in the industry still runs quite high.

U.S. films are still a potent force at home and abroad. They are among the finest "salesmen" for America and deserve the finest American salesmanship to promote them.

CHA—GRIN OF THE WEEK

WELL, NOW we have heard everything. Recently we wrote a letter to a top flight exhibitor and waited patiently for his answer. After far too much time had elapsed, we followed it up. Here is what had happened. His erudite secretary (a gentleman who is considered by the industry as little more than a stooge) did not feel his "Boss" should answer the letter and so had not even brought it to his attention.

We know of no other business whose leaders are as afraid to put their thoughts into writing as the motion picture industry. Perhaps this is the reason that the common courtesy of answering one's correspondence has become a lost art.

Maybe what we need is a code system like the B-movie spies. Surely we have no shortage of people speaking out of both sides of their mouths.

A Trade Paper To Be Sold Must Be Wanted And Needed!

NEWS CAPSULES

BROADWAY GROSSES

Non-Holiday Record At Criterion

NEW YORK—"Guns of Navarone" set a record for a non-holiday week at the Criterion but other grosses showed usual pre-holiday slack.

"WILD IN THE COUNTRY" (20th-Fox). Third week business at the Paramount indicated grosses of $13,000.

"THE PLEASURE OF HIS COMPANY" (Paramount). Radio City Music Hall totaled $98,500 Thursday through Sunday, with a fourth week of $155,000. Stage show.

"THE PARENT TRAP" (Buena Vista). First week at Capitol is $36,500.

"GONE WITH THE WIND" (MGM). Loew's State recorded $22,500 for the ninth week.

"EXODUS" (UA). Warner stated $35,000 for the 28th road show week.

"SPARTACUS" (U-I). The DeMille claimed $30,000 for the 38th week.

"THE LAST TIME I SAW ARCHIE" (UA). For the fifth and last week, the Victoria reported $10,000.

"THE YOUNG SAVAGES" (UA). The Astor reported $11,000 for the fifth and last week.

"RAISIN IN THE SUN (Col.). The Forum tallied $4,500 for the last five days of the 13th week.

"GUNS OF NAVARONE" (Col.). The Criterion announced $80,000 for the first week and claimed a non-holiday week record.

"TWO LOVES" (MGM). The Rivoli tallied $22,000 for the first week.

"THE LAST SUNSET" (U-I). RKO Palace estimated a second week at $21,000.



James F. Sharkey, vice-president, Essaness Pompano Theatre Corp., recently called our attention to this novel ad describing the great films on the way, which was prepared for the Cinema, Shoppers Haven, Pompano Beach, Fla.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JUNE 26

MPAA Ad Unit Okays New Promotion Plan

NEW YORK—Members of the Motion Picture Association of America's advertising-publicity directors committee have approved the proposed format for the Compo Cooperative Marketing Plan.

The plan, which was submitted to the committee for thorough investigation, received approval, but must now be passed by the MPAA before it will be put into effect.

The plan entails visits to all parts of the country by a promotion group which will explain to exhibitors, distributors, and members of the local press how campaigns are planned to merchandise specific films. For this plan, the Compo executive committee appropriated $10,000, and more money from other segments of the industry is expected after final approval.

Before details of the plan are announced, the publicity heads of individual firms will be consulted for detailed analysis. Following this scrutinization, a joint Compo meeting will discuss and finalize plans for the national tours.

Final approval is expected shortly, and the initial tours are expected soon after.

AIP Sets 13 To Year's End

HOLLYWOOD — A 13-film, $10,000,000 budget American International Pictures release and production schedule for the last six months of 1961—the most ambitious program in the company's history—was detailed by James H. Nicholson and Samuel Z. Arkoff, AIP toppers.

They confirmed details prior to Nicholson's departure for New York where he will set exhibitor screenings for AIP's July "Blockbuster of the Month" release—the full-length cartoon, "Alakazam the Great."

Ready for release are "The Pit and the Pendulum," and "Master of the World," also on the 1961 release schedule are "Lost Battalion," "Journey to the 7th Planet," and "Black Mutiny."

Two others, currently in production, are both full-length cartoon features being co-produced in Japan with Toei Productions. Five other major AIP productions are set to go before the cameras during the next six months, starting in August with the science-fiction thriller "X." Also set are "When The Sleeper Wakes," "Conjure Wife," and two others, one a remake of the silent classic, "Metropolis."

Allied Insurance Plan

DETROIT—Milton H. London, executive director, Allied States Association of Motion Picture Exhibitors, announced that an agreement had been signed with the Prudential Insurance Company of America whereby members and their employees under a group insurance program will be insured for only $1 per $1,000 per month, regardless of age and without medical examination. Premiums paid by business firms may be tax deductible. National and regional Allied offices will handle the administrative and clerical work.

FILM FAMILY ALBUM

Diamond Rings

Barbara Ellen Livingston, daughter of **Milt Livingston**, U-I home office publicist, and **Bea Livingston**, Variety Club Tent 35, announced her engagement to **Paul Shohet** with a January wedding planned.

Paul Tolis, president, Tolis Theatres, and **Mrs. Tolis** announced the engagement of their son, **R. C. Tolis**, general manager, Tolis Theatres, Newington and Meriden, Conn., to **Helena deHaas Wells**, an assistant home demonstration agent in the University of Connecticut's College of Agriculture. A summer wedding is planned.

Arrivals

George E. Read, manager, Syracuse, N. Y., Theatrical Advertising Service, became the father of a son. He also has three daughters.

Irving B. Schlossberg, assistant treasurer, Loew's Theatres, Inc., New York City, became a grandfather via his son, **Morton J. Schlossberg**, formerly chief of the criminal division of the Attorney General's office.

Obituaries

Hugo A. Alde, 84, one of the pioneer exhibitors in Seattle, died of a heart attack. He retired from the Music Hall in 1955. He is survived by his wife and two sons.

Salem E. Applegate, formerly with United Artists and MGM in Philadelphia, who had retired down south, died in April, 1960, it came to light recently.

Henry M. Ford, former owner, Ford Theatre, Lithonia, Ga., died following a heart attack.

Wesley Garland Hayworth, 45, of High Point, N. C., who was associated with North Carolina Theatres, Inc., for 21 years, died. Surviving are his wife, a daughter, two brothers and a sister.

Libby Stutts, wife of **Joe M. Stutts**, secretary and business manager, Local 547, IATSE, Sheffield, Ala., died.



At the recent annual United Artists stockholders meeting, Robert S. Benjamin, chairman of the board, reported on an increase in net earnings for the first quarter of 1961 over 1960, and president Arthur B. Krim announced a three-year program of completed motion pictures and pictures in production unprecedented in the history of the company.

Classification Seen Up To Exhibitors

TOA Opposes Outside Pressures, Pickus Says; Harling Tells Miss. Meet Of Anti-Pay-TV Efforts

BILOXI, MISS.—Ed P. Ortte was reelected president at the joint annual convention of the Mississippi Theatre Owners Association and the Louisiana Theatre Owners Association.

B. F. Jackson, Stan Taylor and A. L. Royal remain as vice-presidents for the northern, southern, and central districts respectively. Claude Bourgeois was named secretary-treasurer.

Four new board members were chosen, Max Connett, Bill Butterfield, C. "Hoss" Noble, and Leon Roundtree.

Although it was voted to make the joint convention a permanent arrangement, the Louisiana unit will hold its elections in October.

The dinner concluding the convention was marked by a testimonial to James Briant, who retired recently after 42 years as MGM's branch manager in New Orleans.

TOA president Albert M. Pickus told the convention that any decision on "classification" was up to the exhibitors, adding, "we are opposed to regulatory, statutory or 'outside' classification of our product as we are against censorship. We do not advocate voluntary rating of pictures by the MPAA, the Production Code, TOA, or any other organization. We believe that, if the individual theatre owner feels that the voluntary rating of pictures is necessary in his own community, that is his decision to make. TOA's obligation to him is to help him compile the information that will enable him to intelligently rate his pictures if he wishes to."

He said, "I personally practice voluntary ratings in my own theatre, the Stratford, Stratford, Conn., because I feel my patrons are entitled to it.

"Until there is unanimity of thought on a self-administered voluntary rating program," Pickus said, "neither TOA as an organization nor I as its president will advocate it. However, by July 1 or soon thereafter, TOA hopes to have in operation our program of advising all members well in advance of release dates, of the content of forthcoming features. We will tell you what the picture is about, whether it contains scenes dealing with sex or violence which you should check to decide whether they would cause adverse comments from your patrons, and the producer-director-writer-actor credits. The report will probably tell you what the Green Sheet, Parent's Magazine, Legion of Decency, and Consumer Reports have to say about the picture, if such information is available; but will in no way classify the film, review it from a critical standpoint, or attempt to assess its boxoffice potential."

Pickus said, "The product situation for the balance of the year looks as though we will have slightly more releases than the approximately 226 of 1960."

Philip F. Harling, chairman of the Joint Committee Against Pay TV and of the Theatre Owners of America's Anti-Pay TV Committee, in an address to the convention said that plans "to stage a nation-wide, grass-roots campaign starting this fall" would be made in a bid to halt subscription television.

The first step in the campaign, he said, would be to tell members of the House and Senate Interstate Commerce Commitees why the foes of pay TV think it would be in the public interest to report anti-pay TV bills to the floor of the House and Senate for vote. "Then we will extend our campaign to the full membership of the House and Senate asking our Congressmen to work for release of these bills from committee and favorable action when the bills come up on the floor for vote.

"This will cost a lot of money," Harling said, holding that "the long-range and permanent solution lies with the Congress of the U.S." and that "only when Congress enacts legislation to make it illegal to charge a fee for viewing a TV program in the home will we have the complete protection we seek."

The convention adopted a resolution pledging the Mississippi and Louisiana theatremen to contribute to the fund to fight pay TV.

Eugene Picker Joins UA In Vice-President Post

NEW YORK—Arthur B. Krim, president of United Artists, announced the appointment of Eugene Picker as vice-president of the company, effective July 10.

Krim stated that he was extremely happy to welcome Gene Picker to the top management team at UA and felt that his experience and vigor as one of the industry's leaders for years would help the company in its growth and expansion program.

Picker's duties, Krim pointed out, would be of an overall nature with special emphasis on new acquisitions and widening of the company's activities in the entertainment field.

Picker served as president of Loew's Theatres from March 1959 until this year. He had joined Loew's in 1920 and was placed in charge of circuit operations in the New York City area in 1945. In 1954, he was appointed vice-president of Loew's Theatres and in 1956 was named to the board of directors of the company. He was named executive vice-president in 1958 and president the following year.

Loew's Promotes Baker

NEW YORK—Don Baker, 29, manager, Loew's 170th Street, Miami Beach, Fla., since the theatre opened in 1958, has been promoted to serve as a special assistant to Ernie Emerling, national director of advertising and press relations for Loew's Theatres and Hotels. He will be succeeded by Joel Poss, presently assistant manager, Loew's 170th St.



BAKER

In his new assignment, Baker will work in close association with Russ Grant, who is in charge of publicity for Loew's out-of-New-York operations. Ted Arnow continues as ad-publicity director for the metropolitan New York area.

Baker began with Loew's in 1950 as a floorman at Loew's State, St. Louis, later becoming manager, Loew's Orpheum, in that city.

Film Producers Asked To Follow NAB Code

WASHINGTON—Leroy Collins, president, National Association of Broadcasters, testified before the Senate Judiciary Subcommittee on Juvenile Delinquency that strong pressures are being exercised to induce Hollywood producers to comply with the NAB Television Code in the production of feature films, but thus far they have been resisted.

Senator Thomas J. Dodd, subcommittee chairman, announced that his probe of the possible effects of television sex, violence, and sadism on juvenile delinquency, will be extended to motion pictures.

The testimony of Collins and FCC Chairman Newton N. Minow made it clear that should the producers accept the NAB TV code, they will in effect be placing their productions under the indirect control of FCC, at least insofar as tempering alleged emphasis on sex and violence is concerned.

Senator Dodd asked for the names of the companies and the individuals who were approached on the subject and their reasons for refusing the code staff's "services," and the NAB president said he would supply it to the committee shortly.

Screen Ad Firms Merge

KANSAS CITY—A merger of United Film Service, Inc., of Kansas City, and Motion Picture Advertising Service Co., New Orleans, two of the leaders in the theatre screen advertising industry, was announced by Carl J. Mabry, president of MPA, and W. Hardy Hendren, president of United.

The operations will be conducted under the name Motion Picture Advertising Service Company, Inc., with Mabry serving as president and Hendren as chairman of the board.

Direction of all field representatives handling sales at the local level will be headed up by Mabry from the New Orleans office while Hendren will direct activities of the national sales representatives and head up theatre relations from the Kansas City office. Jack Hillyer, formerly United vice-president in charge of national sales, is retiring. W. D. Zieger, former United vice-president, will continue in his capacity as a national sales representative and Kansas City Metro sales manager for MPA.

"Nuremberg" Advance Big

NEW YORK—Advance sales for Stanley Kramer's "Judgment At Nuremberg" have soared past the $100,000 mark in New York and Los Angeles a full six months in advance of its opening, it was announced by William J. Heineman, United Artists vice-president. The outstanding gross total, which includes $74,605 for the RKO Palace, New York, and $37,829 for the RKO Pantages, Los Angeles, is one of the highest advance gross figures ever amassed for a road-show motion picture.

"Judgment At Nuremberg" will have its American premiere at the Palace on Dec. 19 and at the Pantages on Dec. 22.

BV Shifts Burkan West

NEW YORK—David Burkan, New York City film salesman for Buena Vista, is being transferred to the coast office.

Burkan will be succeeded by Vito Sperti, presently New York branch film booker for Buena Vista.

Pay-TV Proponents, Foes Square Off At Hearings On Test In Little Rock

LITTLE ROCK, ARK.—Hearings were held by the Arkansas Public Service Commission on the petition of Midwest Video Corporation requesting that Southwestern Bell Telephone Company be ordered to provide cable facilities here for a Telemeter System and set fair and reasonable rates for such service.

The leading spokesmen for the anti-pay TV forces heard by the commission were Philip F. Harling, chairman of the Joint Committee Against Pay TV and of Theatre Owners of America's Anti-Pay TV Committee, and Walter Reade, Jr., president, Walter Reade, Inc. They appeared on behalf of the independent Theatre Owners of Arkansas, an affiliate of TOA, and Rowley United Theatres.

Both admitted that they favored the free enterprise system but were against competition from pay-TV, their principal opposition being the great competition for product and talent which it posed to theatre owners.

Harling said pay-TV had been "a flop" in Bartlesville, Palm Springs and Toronto, but acknowledged that the impact of pay-TV looms so great it would be impossible to operate profitably against it. He added that pay TV represents the type of competition "we can't meet."

Frank Raichle, counsel for Midwest Video, questioned both Harling and Reade, while Walter E. Elliott, of Elliott-Haunes, Ltd., a Toronto research organization, another witness on behalf of the theatre owners, provided statistics on polls independently conducted by his firm among Telemeter subscribers in Toronto. He said the average Toronto family in Toronto spent at least 86 cents a week; that 44 per cent of families interviewed bought at least one program a week, and 19 per cent bought two programs a week.

Paul Leird, vice-president of Midwest Video, told the Commission that his company was ready to post bonds or make other commitments to protect both the Southwestern Bell Telephone Company and the public in the construction of a cable system for pay television in Little Rock.

Leird was questioned about Midwest Video's plans by Leon Catlett, an attorney for the Independent Theatre Owners of Arkansas, on the financial responsibility of Midwest Video.

Asked by Catlett whether Midwest Video contemplated a monthly charge for its pay-TV customers in Little Rock, Leird said no minimum charge was contemplated. He pointed out that subscribers could pick and pay for the entertainment they chose. As to customers that made little or no use of the service, once it was installed, he said Midwest Video would reserve the right to remove equipment from subscribers' homes. Asked what he would consider minimum use, Leird replied an average of 75 cents a week or, over a period of a month, $3.

Catlett also asked how Midwest Video planned to obtain feature pictures. Leird explained his company would operate the system like a theatre, buying and booking product through conventional distribution channels.

William C. Rubinstein, vice-president of International Telemeter Company, was questioned by Howard Cockrell, attorney for Rowley United Theatres.

Cockrell directed his questions at past efforts to utilize coaxial cable systems for a paid TV service to the public, citing operations in Bartlesville, Okla., and Palm Springs, Calif. Rubinstein pointed out that the test in Palm Springs, which ran less than six months, entailed 150 homes on an experimental basis. It proved, he said, that the public was willing to pay for entertainment otherwise not available on the TV set, but the equipment utilized at the time was impractical. He said the Bartlesville system was not pay-as-you-see TV, but rather was operated on a flat monthly fee with the right of choice denied the subscriber.

The Rowley attorney asked whether Telemeter in Toronto had been profitable. Rubinstein compared the operation to the early days of TV broadcasting. He said further that with double its present 5,800 customers, the Telemeter system in Etobicoke can make a profit.

Abilene Censors File Complaint On "Sunday" Date

ABILENE, TEX.—Complaints alleging violation of the city's movie censorship ordinance were filed against Mrs. Katherine Jacob and Duane Gates, owner and manager, Tower Twin Drive-In, over the showing of Lopert's "Never On Sunday."

The defendants signed $200 appearance bonds, with the complaint alleging the film was shown without posting signs calling patrons' attention to the restrictive classification given the film by the Citizens Board of Review. The film opened with a temporary "C" rating and no appeal was made on the ruling and the designation.

The board may rate a picture unseen on information that it has gathered according to the ordinance it is acting under, and such a procedure was followed on this film.

Meanwhile, the film was doing capacity business at the Drive-In, despite inclement weather.

Record "Morgan" Print Order

NEW YORK—Metro-Goldwyn-Mayer has increased its print order for "Morgan The Pirate" to a record total of 550. The Joseph E. Levine presentation has been set for more than 3,000 engagements in the United States and Canada over the next six week period.

First in a series of saturation bookings blanketed the Los Angeles, followed by others in the San Francisco, Seattle, Portland, Salt Lake City, and Denver areas.

The bookings in each territory are being backed by a full-scale advertising and exploitation drive, including a heavy co-op advertising schedule, two Dell Publications book and comic book promotions, supermarket and department store promotions, and tie-ins with toy companies and novelty manufacturers.

"Suitcase" To C&D

NEW YORK—George Chasanas and Harry Dubin, who recently formed C & D Film Associates, have acquired the American distribution rights to the 1961 Cannes Film Festival award-winning film, "Girl With A Suitcase," starring Claudia Cardinale.

Miss Cardinale has also been signed by Paramount Pictures to co-star opposite Sidney Poitier in John Cassavetes' "The Iron Men."

Short Subject Plan Discussed By ACE

NEW YORK—A forthcoming ACE shorts subject project, the fight against pay-tv, and a report on meetings with film company executives were important subjects discussed by the ACE executive committee meeting.

The shorts subject project, expected to result in production of from four to six one reel subjects having to do with the production of feature motion pictures, is to be based upon subjects similar to those released several years ago as part of an industry public relations program. The project will be under the direction of Harry Mandel, chairman of the ACE finance committee.

The producer-exhibitor-distributor committee reported on a series of meetings with executives of motion picture companies concerning relations between the groups. The companies visited are Allied Artists, Buena Vista, Metro-Goldwyn-Mayer, Paramount, United Artists, and Warner Bros. It is expected that similar meetings will be held early in July with Columbia, 20th Century-Fox, and Universal, and at the conclusion of the forthcoming meetings details of progress of all of the meetings will be reported.

In reporting on progress of the drive against toll-tv, Philip F. Harling, chairman of the Joint Committee Against Toll TV, recounted details of the activity of the over-the-air project in Hartford and the attempt to start wired pay tv in Little Rock, Arkansas.

Harling also told the committee of the grass roots campaign which has been thoroughly organized to carry the issue to the people of the country, to the courts wherever necessary, and to the Congress of the United States.

Moviegoing On Rise

NORWOOD, PA.—Two billion, one hundred and sixty-six million admissions spent $1,483,000,000 going to the movies in the United States in 1960, according to a recent report from Sindlinger and Company. Almost one hundred and sixty million of those who attended got in for free, and the rest paid an average admission price of sixty-nine cents.

In commenting on this report, Albert E. Sindlinger, president of the market analyst firm, said, "The recent recession did not even dent the motion picture business. The total motion picture attendance, 2,166,000,000 in 1960, was down only two percent from 1959, and beginning in October, 1960, for eight months in succession, stormy February excepted, motion picture attendance has run ahead of the same month a year ago. The average is up about six percent, almost exactly the figure that television viewing is down.

"If this trend continues and the box office qualities of the pictures released are sustained, total motion picture theatre gross may reach an all time record high in 1961."

Rosen, Rubin Head Drive

NEW YORK—Joseph B. Rosen, Universal regional sales manager, and Leonard Rubin, Gilliams and Rubin, have been appointed chairman and co-chairman of this year's major fund-raising effort of New York's Cinema Lodge of B'nai B'rith on behalf of the B'nai B'rith agencies, it was announced by Abe Dickstein, president of the Lodge.

The major fund-raising effort will again be the sale of $25 Contribution Share Certificates with one of the 750 purchasers being awarded a 1961 four-door Cadillac Sedan, Dickstein disclosed.

Industry Tours Will Rogers Hospital; Fund Raising, Construction Plans Set

SARANAC LAKE, N.Y.—Industry board members were here last weekend for their annual inspection of the Will Rogers Hospital. They also watched George Jessel dedicate a plaque for William Morris in the hospital's Memorial Rotunda.

The members, who headquartered in the Edgewater Motel at Schroon Lake, heard reports of greater fund raising, increased construction, and continued research from members of the hospital staff and their fellow industry workers, led by hospital president A. Montague.

The annual treasurer's report listed the total receipts for the 12 year period of hospital operation as $5,472,485.12. Operating expenses for the same period were $3,234,448.33. The institution's balance, as of June 1, 1961, is $1,964,506.12.

Eugene Picker, chairman of the fund raising and finance committee, reported on the annual Combined Drive, which raised $652,030.25 this year. This figure, Picker stated, increased more than $17,000 over the preceding year's collection. Picker also made special mention of Ray Schmertz of the Cleveland branch of 20th-Fox. Schmertz inaugurated a program to solicit Special Gifts, which amounted to more than a $200 donation. For this idea and his worthy efforts, Schmertz was named "Will Rogers Man-Of-The-Year."

Variety guests also heard Dr. George E. Wilson, medical director of the hospital, present the annual medical and surgical report. Dr. Wilson explained that although "more than half of (the) patients are tuberculous," the hospital has been, for the past five years, increasing the amount of medical attention given to non-tuberculous chest diseases. He explained that the hospital now identifies itself as an institution for both heart and lung diseases.

Also discussed at the meeting was physical plant development. In mid-April of this year, construction was begun on three new units erected adjacent to the main hospital. These units will house the doctors, nurses, and staff, who are now living in the main building. The space they vacate, it was explained, will be converted into laboratory work areas, which are sorely needed. The new area will also increase patient-capacity by as much as 25 per cent.

Following the various reports on hospital operation, members toured the physical plant and visited with patients and staff members.

22 Road Show Dates By Xmas For "Kings"

NEW YORK—With a record of 22 road show engagements scheduled before the Christmas season, Metro-Goldwyn-Mayer will launch its presentation of Samuel Bronston's "King of Kings" with its world premiere at Loew's State on Oct. 11.

Plans for the multiple premieres were announced by Joseph R. Vogel, MGM president, following consultations with studio head Sol C. Siegel; Morton Spring, president of MGM International; and Robert Mochrie, general sales manager.

The New York opening will be followed within two weeks by premieres in Los Angeles, Chicago, Boston, and Toronto. November and December openings will be held in San Francisco, Detroit, Montreal, Washington, D.C., Minneapolis, Kansas City, Pittsburgh, Denver, Cleveland, Baltimore, Seattle, Portland, Oregon; St. Petersburg, Florida; Indianapolis, Salt Lake City, Vancouver, B.C., and Buffalo.

Subsequent premieres, Vogel announced, also are being projected for Philadelphia, Dallas, Cincinnati, Atlanta, Miami Beach, Omaha, Milwaukee, New Orleans, Oklahoma City, Houston, and St. Louis.

At the same time Spring made known plans for international premieres now being arranged following the openings here.

Col. Latin Toppers Meet

MIAMI BEACH, FLA.—Columbia Pictures International's top executives, led by Mo Rothman, executive vice-president, attended the convention here of Columbia's Latin American branch managers. The series of meetings, which brought together the south-of-the-border representatives for the first time in four years featured a special preview showing of Carl Foreman's "The Guns of Navarone" at the Carib.

Individual meetings were held with each territorial manager at the convention to discuss and explore sales operations and publicity planning for Columbia's upcoming overseas releases. Special all-inclusive advertising and merchandising presentations were displayed and future campaigns tailored for specific Latin American markets carefully detailed.

Ruggles-Whelan Sets First

LOS ANGELES—Wesley Ruggles, Jr., 28, son of the prominent director and of actress Arlene Judge, and Tim Whelan, Jr., 27, whose late father also was a leading director, have formed Ruggles-Whelan Enterprises to make motion pictures.

First Ruggles-Whelan feature is "Out of the Tiger's Mouth," which goes into production in Hong Kong in July with Whelan as director and Ruggles as producer. Whelan drew the directing assignment because of his fluent Mandarin, acquired in the U. S. Army intelligence branch.

Financing and world wide distribution were set yesterday with Sutton Pictures Corp., wholly owned subsidiary of Pathe Laboratories, Inc. James S. Burkett, vice-president of both companies, negotiated for Sutton.

Mich. Meeting Set

DETROIT—Thursday, July 20, has been chosen for the mid-summer, mid-state meeting of Allied Theatres of Michigan, Inc., according to president Milton H. London. The affair will be held at the Midland Country Club, Midland.

Hosting will be Mrs. Dolores Cassidy of Midland. Planned are golf, swimming, lunch, beverages, and Dutch treat dinner.

Ariz. Unit Joins TOA

PHOENIX, ARIZ.—Affiliation of the Arizona Theatre Association with the Theatre Owners of America was announced jointly by Albert M. Pickus, TOA president, and George M. Aurelius, president of the ATA. Aurelius is also vice-president and general manager of Arizona Paramount Theatres.

Seaton Named To Head "Oscar" Promotion Probe

HOLLYWOOD — Academy of Motion Picture Arts and Sciences president Valentine Davies announced the appointment of George Seaton, former Academy president, to the chairmanship of a special committee to "review promotional practices employed by contenders" and "report its findings directly to the board of governors for study in its consideration of this phase of pre-Oscar activities."

Davies said, "The reason for the formation of this committee is to study carefully past promotional campaigns, then determine how the Academy can most effectively maintain the dignity and integrity of its awards, to the benefit of our industry, in the future."

The action is a result of the widespread criticism of exploitation campaigns waged by and for candidates for Academy nominations and awards prior to the "Oscar" presentations last April 17.

Battle Against Blue Laws Not Lost Despite High Court Ruling—Levy

NEW YORK—Herman M. Levy, general counsel, Theatre Owners of America, in an analysis of the U.S. Supreme Court ruling upholding the blue laws of Maryland, Massachusetts, and Pennsylvania, said this "should not be considered the death knell of further attacks on Sunday legislation, whether the attacks be pending or are being planned."

Levy said that the four decisions handed down by the court "should not be taken as final and conclusive law on the question of constitutionality of all the 'Sunday blue laws' in the other 31 states that have them. Nor should these decisions be considered as final and conclusive law as to all of the issues involved in the 'Sunday blue laws' problems.'

It was noted by Levy that "the Supreme Court left several doors open to future attack and to different approaches of attack."

Levy held that "the strong and incisive dissents from the majority opinions are an asset of value in future cases, in this field, before this court. The decisions were limited to those issues brought to the court and did not pass on all issues involved in Sunday legislation."

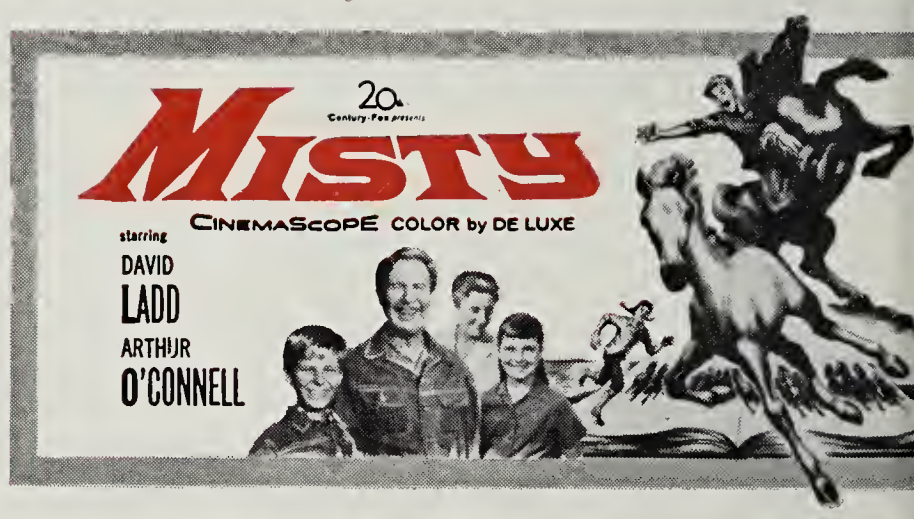
Motion picture houses were viewed by Levy as having "an additional advantage because the three states involved in these cases, under their Sunday legislation examptions, whether by local option or by hours restriction, etc., permit the showing of motion pictures.

"While the Supreme Court did not deal specifically with the subject of motion picture theatres, it did hold those laws constitutional," Levy said, adding, "It is to be hoped that those interests now at work on the testing of Sunday legislation will not be deterred by these decisions, but will continue with their efforts and will take comfort and courage from the favorable aspects of the decisions."

FOR JUNE, JULY & AUGUST FROM 20TH





















20th is on the move!





The NEW YORK Scene

By Mel Konecoff

THEATREMEN here and in 11 other cities in the U.S. and Canada gathered the other morning at representative theatres to see how a flashing red light could be used to arouse curiosity and stimulate business for the United Artists release, "The Naked Edge," suspense drama with Gary Cooper and Deborah Kerr.

The local "unveiling" was held at the Loew's Sheridan where "living pressbook" demonstrations were directed by Fred Goldberg, UA director of advertising and publicity. Theatremen representing most of the area's circuits and the independents saw the theatre fully equipped as to marquee, lobby, etc.

The marquee featured a huge blinking red light which keynotes the campaign and which informs the public that no one will be admitted to the theatre when the light starts to flash marking the start of the climactic 13 minutes of the film on the screen.

Another red light at the entrance to the auditorium which was guarded by an usher told ticket buyers that they would have to wait for the film to conclude before they could be seated. A record also ticked off the last four minutes of waiting time.

The flashing red light was also utilized in teaser trailers, TV trailers, and the regular theatre trailer, as well as in radio spots. Goldberg opined that all of the theatre aids could be used in any size house. It can even be adapted to drive-ins with a special manual available to them. Tearsheets with "dummy" ads featuring the light were also distributed.

FILM MAKING: Marion Gering, producer-director, unveiled something new in producing films—the Mediterranean Studios Association which consists of film studios located in Greece, Morocco, and Turkey—anxious to make its facilities and services available to other companies and producers as well as to each other on a co-production basis.

He has a planned program of production there calling for three pictures within a year, with the first to go in September, "The Rolls of Gold," the star of which will be a Rolls Royce car. Financing will come from the American distributor about to be signed to the tune of 25 per cent; 50 per cent will come from either England or France, depending on where the cast comes from; and the remainder will be put up by the studios of Morocco and Turkey where the filming will take place. Incidentally, the studios in the Association will not share directly in the profits of his film as they will benefit in other directions.

The Association intends to utilize American and European stars and directors, and it will also concentrate on developing new stars. The cooperation of such local interests in filming pictures abroad will insure lower costs as well better distribution abroad of the finished pictures.

Depth-Dimensional Process Introduced In WB "Mask"

NEW YORK — "The Mask," the first motion picture to include sequences filmed in the new depth-dimensional process, will be released by Warner Bros., it was announced by Jack L. Warner, president of Warner Bros., and James A. Mulvey, president of Beaver - Champion Attractions, which is presenting the unique film.

Described as "an adventure in the supernatural," the film drama centers around an ancient mask that brings fantasies to anyone wearing it. These fantasies will be visible as well to each member of the audience, who will receive a specially constructed mask on entering the theatre.

The depth-dimensional fantasy sequences in "The Mask" were filmed with a British motion picture camera that is the only one of its kind in the world. Developed by the National Research Development Corporation, a government concern, the camera belongs to the government of Great Britian and was never used for a feature motion picture before "The Mask."

Col. Preps Largest Production Investment

NEW YORK—Columbia Pictures is preparing to make the greatest production investment in its history over the next 24-month period, company president A. Schneider announced following a series of high-level meetings at the west coast.

As the company's top-echelon executives returned to their offices both here and abroad, Columbia's chief executive revealed that the studio discussions, covering a wide-range of plans, laid special emphasis on the production and financing of pictures, implementation of a dynamic growth pattern, further diversification, and a survey of the future.

Keys to the blueprint were reports by vice-presidents Samuel J. Briskin, in charge of west coast operations, and M. J. Frankovich, in charge of British and Continental production activities, who outlined the important array of properties and personalities slated to be part of the company's forward-looking film program.

The results of the meetings reaffirmed the company's confidence in its independent production policy around the world, as Schneider cited Carl Foreman's "The Guns of Navarone" and Mervyn LeRoy-Fred Kohlmar's production of "The Devil at 4 O'Clock" as two examples of the company's outstanding pictures being filmed in Hollywood and Europe which are on the 1961 release list.

Joining Schneider, Briskin, and Frankovich at the meetings were A. Montague, executive vice-president; Leo Jaffe, first vice-president and treasurer, and Paul N. Lazarus, Jr., vice-president, from the New York home office; and Sol Schwartz, Irving Briskin, Gordon Stulberg, all vice-presidents, and Arthur Kramer, S. J. Briskin's executive assistant, of the studio.

MPAA, Publishers Meet On Film Ad Problems

NEW YORK—As a result of comment from many members of the American Newspaper Publishers Association, a committee of the ANPA board of directors met with representatives of the Motion Picture Association of America to discuss ways of improving the quality of movie advertising prepared for newspapers by producers for local exhibitors throughout the United States.

An exchange of information took place on the common problems of the motion picture industry and newspapers on preparation, processing and publishing of mivie advertising copy and artwork. The ANPA committee emphasized that all decisions concerning advertising rest with each individual newspaper.

New Firm Sets Reissues

ST. LOUIS — With the establishment of headquarters here and plans for offices in New York and Hollywood, Cliff Mantle launched Mantle Pictures, Inc., a film distributing organization that will re-release proven boxoffice attractions, those exceptional top-grossing film productions for which a new audience has developed since original release.

The first release of Mantle's organization will be "Lost Boundaries" a Louis de Rochemont production starring Mel Ferrer. Mantle is a 20 year veteran in film distribution. Prior to this project, he was in the sales department of 20th-Fox and more recently branch manager with the J. Arthur Rank Organization.

Releasing plans will be through independent distributors in each exchange center.

Censors Must See Entire Film

CHICAGO—The Federal Court of Appeals ruled in remanding an appeal from the censor's ban on "The Lovers" back to Federal District Court Judge William Carpenter that the film failed to receive an adequate hearing from the board.

The Appeals Court instructed the Judge to order the censors to view the film in its entirety.

Curtis, U-I In New Pact

NEW YORK—Universal-International and Tony Curtis have completed all negotiations and signed a new five-year contract, it has been announced by Edward Muhl, vice-president in charge of production.



Industryites gather at the world premiere of U-I's "Romanoff and Juliet," screened at the Guild 50th Street in New York City. Left to right are F. J. A. McCarthy, U-I assistant general sales manager; Sam Thomas, general manager of Guild Theatre Enterprises; John Gavin, film's co-star; U-I regional sales manager Joseph B. Rosen; and Mr. and Mrs. Harry Fellerman, U-I New York branch manager.

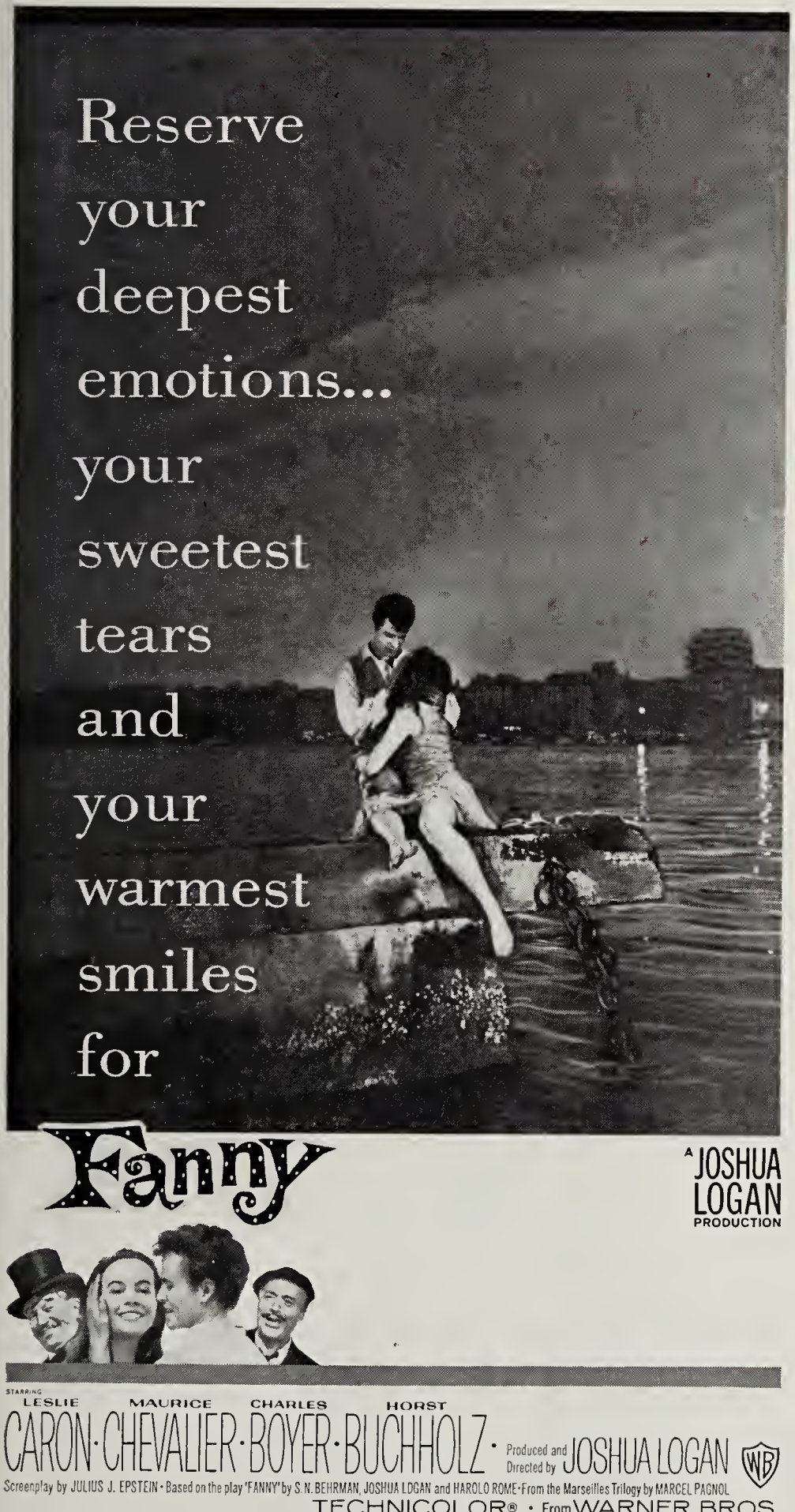
Paramount Ups Serlin

NEW YORK—Bernard M. Serlin has been appointed exploitation manager for Paramount Pictures, it was announced by Martin Davis, director of advertising, publicity, and exploitation.

"How I Would Sell . . .

FANNY

WB Top-Bracket Showman's Delight For All Audiences



AD CAMPAIGN for "Fanny" connotes the high quality of the warm love story and carries a potent sales message indicating the film's appeal for all types of audiences.

An Exclusive **SHOWMANALYSIS** Prepared by—

JOSEPH SOMMERS, Division Manager
Walter Reade Theatres, Oakhurst, N. J.



SOMMERS

ABOUT THE AUTHOR • Joseph Sommers, veteran theatre manager with the Walter Reade organization, entered show business in 1925 at the age of 14 as an usher and bill poster for Hendel Corp. in McKees Rocks, Pa. At the age of 17, he became assistant manager of the Keystone Theatre in Pittsburgh. He subsequently managed the Dreamland Theatre in Pittsburgh and at the same time managed a nearby hotel and restaurant. Sommers then joined the Anas Corp. of Weirton, W. Va., as a theatre manager and assistant film booker. Sommers joined the Reade organization in 1947 as a theatre manager in Asbury Park, N. J. He later managed Reade operations in Asbury Park, Freehold, Red Bank, Long Branch, and Kingston, N. Y. Several years ago, Sommers was appointed city manager for the Reade Theatres in Perth Amboy, N. J., and last year became division manager for all Reade operations in central New Jersey. He is noted within the organization as being a top flight exploitation man and has been one of the circuit's consistent prize-winners in theatre manager contests. Sommers was delighted to have the opportunity of working on this Showmanalysis since he is married to a girl named FANNY!

"FANNY," a top 'Warner Bros. Jubilee of Films' entry for the busy summer season, is indeed a showman's delight and one that can be very rewarding to the imaginative theatre operator.

The "FANNY" campaign should get underway at least eight weeks in advance through the use of the attractive artist's easel, available from Warner Bros. This should be given a position of prominence in the theatre and dressed up with lights and a display of the wonderful color photographs by Zinn Arthur. The insert on the easel should be changed weekly, and the entire area set aside for this display should become a "Fanny Information Center." On a busy weekend, this area can be enlarged to include a couple of "card players" complete with costume, wine bottle, and glasses. Another night can see a couple of boys dressed for a date waiting for "FANNY," flowers and all. A poster can display the information that "FANNY" will arrive in *'10* days' . . . *'9* days,' etc. The more excitement and activity regarding the arrival of "FANNY" the better, and your public will watch with interest the latest news concerning her.

Another interesting and rather simple attention-getter to add to the "FANNY" display center is to utilize a life-sized



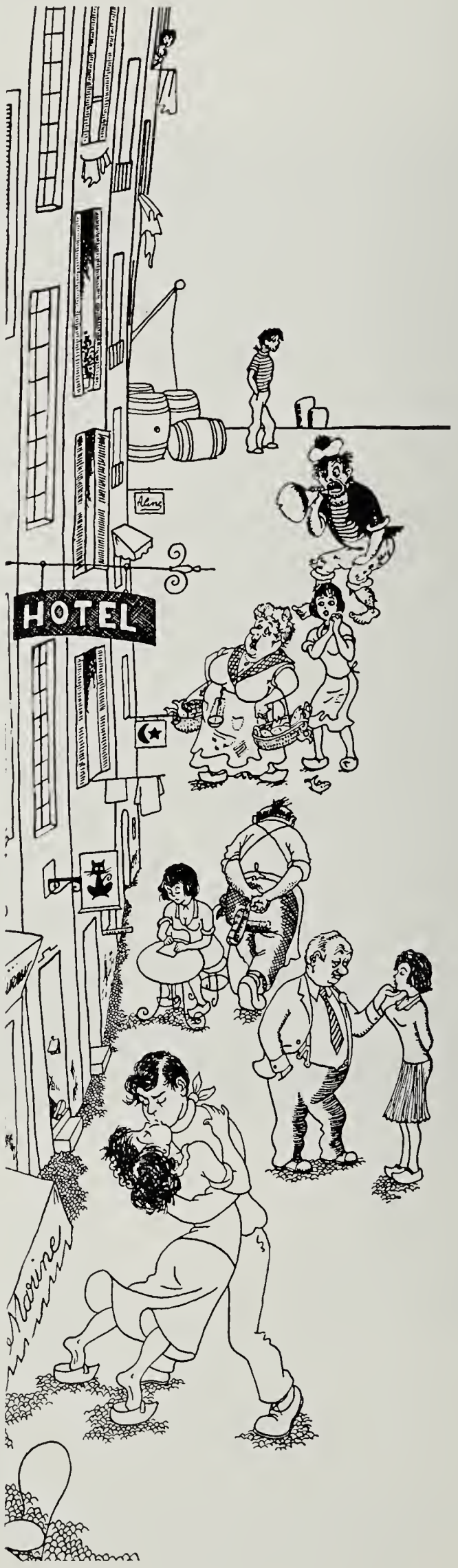


ABOVE, another ad for the film with a different message with potent femme appeal taking full advantage of the romantic locale. BELOW, the sound track album featuring the lovely music of Harold Rome.

blow-up of Leslie Caron with a hidden phonograph playing the speeial introduetion reeording by her followed by the "FANNY" soundtraek album music. Don't overlook the obvious music store and disk joekey promotion through the use of the sound traek album as well.

There are many ingredients to give the big sell to "FANNY" and high up on the list should be the wonderful east. Go all out on this. Enchanting Leslie Caron has consistently delighted movie-goers by her portrayals as Lili, and Gigi, and this should be plugged strongly. . . . *"You loved her as 'Lili' . . . you adored her as 'Gigi' . . . now see her in her most captivating role . . . FANNY!"* The Mauriee Chevalier—Charles Boyer team is simply great and mueh should be made of these two important names. Neweomer Horst Buehholz, through his fine performanee in "FANNY," will beeome a top star in this eountry. Wonderful opera star Baecaloni will be remembered for his role in "Full Of Life" with Judy Holliday several years ago and adds a warm eomedy role to "FANNY." By all means, don't overlook selling one of the biggest names of them all . . . produeer-director Joshua Logan as the man responsible for "South Pacific," "Mister Roberts," "Pienie," and "Sayonara."

The Warner Bros. ad campaign is one of the finest we have seen and denotes a prestige motion pieture with plenty of appeal for women and men alike. Use the ads liberally with speeial attention to the off-theatre page sections. Editors will

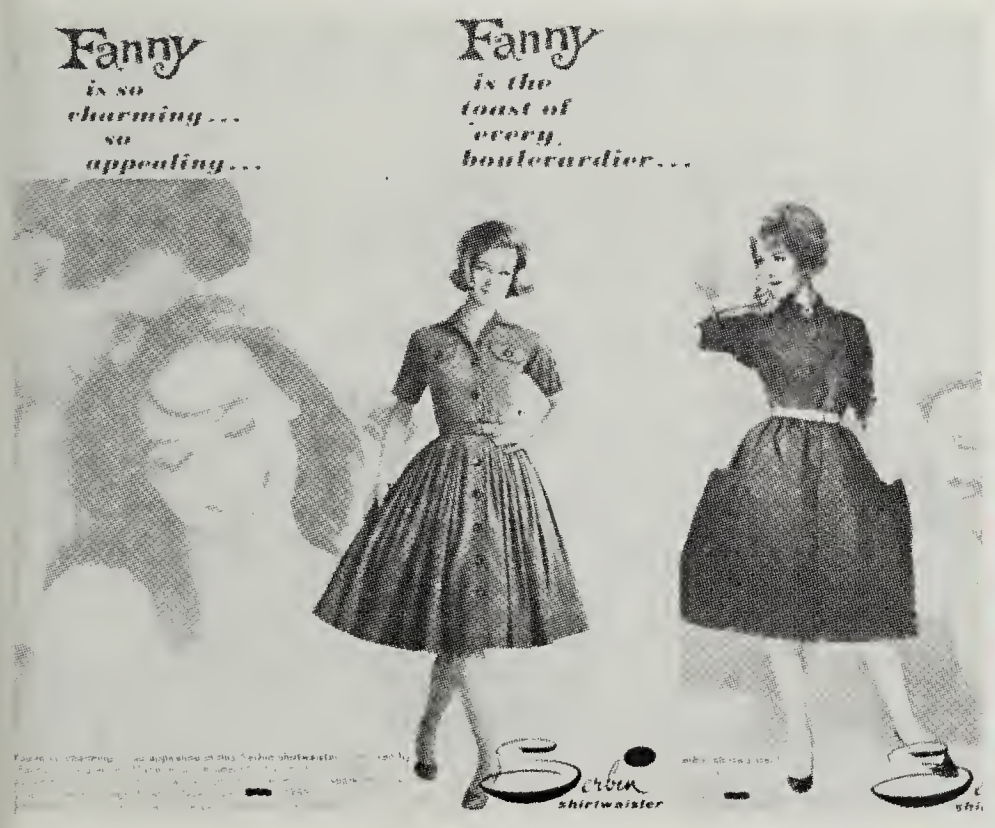


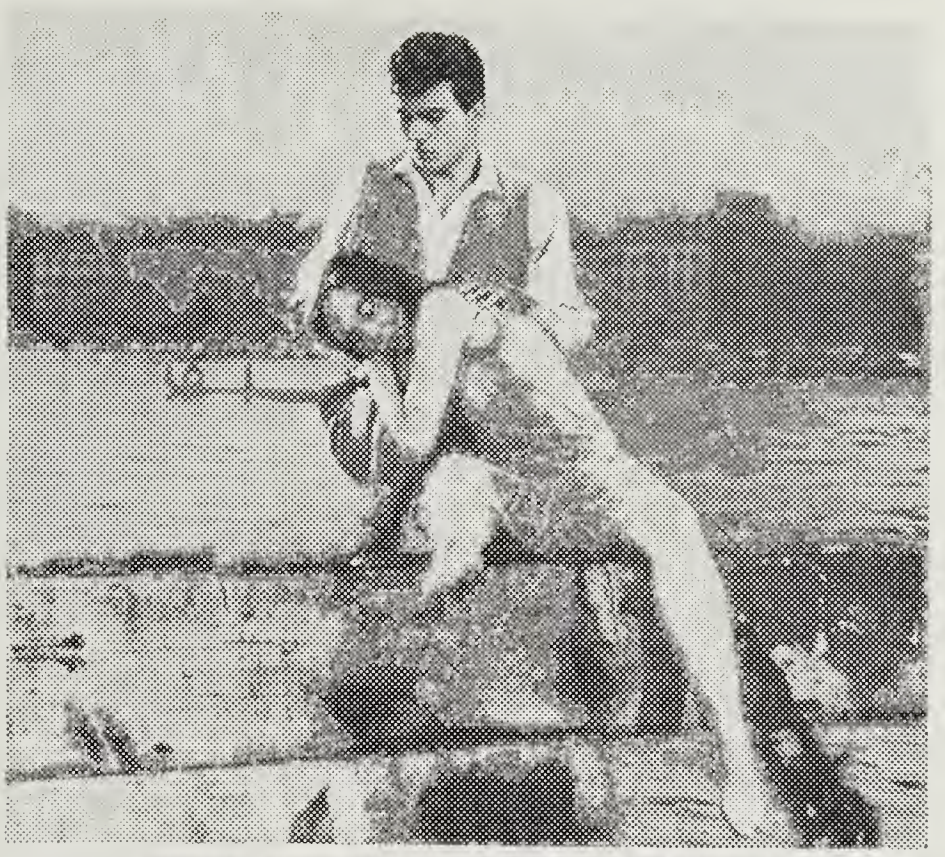
welcome the "FANNY" publicity and photographs along with the special feature material. Invitations should be extended to the press as well as all other opinion makers to attend an advance screening. The more talk the better, for the talk will be all excellent. In smaller towns, try to get quotes from leading citizens and incorporate these important testimonials in your ads.

Promotion and bally stunts on "FANNY" can range from the excellent Serbin "shirtwaister" dress tie-in in leading shops to the extensive posting of the free one-sheet and 40 x 60 of major magazine and newspaper breaks. These posters in addition to being used at the theatre, can be used as a fine tie-in at news and magazine stands. Portion of lobbies should be transposed into a French cafe with several tables, waiters, wine bottles, and expresso. Attractive theatre fronts and marquees can be made through the use of the posting paper as the six and 24-sheet are excellent for art and title cutouts.

Working in a cute street stunt utilizing the brick and derby gag in the picture can be fun and create a lot of talk. Set up the hat and brick on a busy corner and offer free passes for those who kick it the furthest, or have the nerve to kick it at all. Any way you work it out, play it up with proper film credits and playdate, and be sure to have a photographer nearby.









TOP LEFT, advance theatre display manned by lovely models and featuring "Fanny" photos which can be changed as playdate approaches. BOTTOM LEFT, merchandising tiein with Serbin Shirtwaister fashions, which is a potent selling plus for the film. ABOVE, stills from the warm comedy-drama featuring some of the names that mean big boxoffice.

Tie-ins with travel agencies, outdoor art shows, and good use of the radio interviews will all be a plus factor in your "FANNY" campaign. Round it out with extensive use of the Buchholz "face of the future" trailer several weeks before your date, followed up by the special teaser trailer with Chevalier and Boyer. Where there is more than one theatre in an area, arrange for the other theatres to cross-plug the "FANNY" engagement. It is the type of film we can all be proud of and is deserving of all theatres heralding its arrival.

"FANNY" is a fun picture, fun for your audiences and fun for theatre men to work on. Get started early enough and plan your activity to cover the widest possible range. "FANNY" in various forms has been an immense entertainment treat since Marcel Pagnol wrote the original trilogy 30 years ago. In its new form, "FANNY" will delight all audiences and prove to be big boxoffice in the important weeks ahead.

COMING . . . in the issue of July 5
HENRY E. CAPOGNA, Advertising Director
W. S. Butterfield Theatres, Inc., Detroit, Mich.
tells how he would sell . . .
Allied Artists-Beaver Champion's
"DAVID AND GOLIATH"

LONDON Observations

by Jock MacGregor



THE JOHN DAVIS DINNER at which the problem of the supply of films for the "national" or third release outlet was aired remains the main talking point of the industry. Nobody has any doubts that something has to be done, but no one as yet has come forward any solution other than that it should be discussed at an all industry meeting after all parties have had a chance to study the evidence.

The gathering, I feel, reflected the rationalization of the industry. Approximately 160 distributors, producers, and exhibitors attended. Allowing for those not present for various reasons, it would appear that the leaders of the industry now must total less than 200. Sitting with John Davis and Kenneth Winckles on the head table were the distribution chiefs, the association and union heads, Jack Goodlatte, representing ABC; Sol Sheckman, Essoldo, and N. A. Pinch, recently put in charge of film matters at the Board of Trade.

Many are still smarting under Sir Tom O'Brien's onslaught: "The people who should give a lead are the independent exhibitors who don't care a damn about the industry." Several jumped to the support of the indies, pointing out that it was their help that made the Eady fund a possibility. Others are wondering if Kenneth Winckles' suggestion that a contributory cause for the box office quality of American pictures not being maintained here has been "greater control by artistes" was a veiled warning to the actor-producers present.

Winckles paid special tribute to the 20th-Fox chief. "With the exception of Mr. Skouras, I cannot recall any producer who has said he would make films in order to keep exhibitors in business. I say that not in any way offensively or critically but as a fact of life."

(Continued on page 18)

Film Exchange and Dealer Listing for the BUFFALO FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• *Film Distributors*

ALLIED ARTISTS, 301 Franklin St.—TL 3-2016
Br. Mgr.: Lewis J. Lieser. Office Mgr.: Audrey Wagner. Baaker: Francis McDanaugh. Emerg. Phane: Lieser, TR 7-0986.

BUENA VISTA (Disney), S04 Crosby Bldg., 170 Franklin St.—TL 6-6283, 0595
Br. Mgr.: Jahn G. Chinell. Office Mgr., Baaker, and Cashier: Shirley Baehre. Emerg. Phane: TF 6-3884.

COLUMBIA, 505 Pearl St.—TL 4-899S
Br. Mgr.: Ben Felcher. Office Mgr.: Barbara Quinlivan. Sales: Lean Herman. Head Baaker: William Abrams. Emerg. Phane: Felcher, TT 5-6393.

METRO-GOLDWYN-MAYER, 294 Franklin St.—TL 4-1224
Br. Mgr.: Paul Wall. Office Mgr.: Marian Ryan. Sales: Al Galden. Baakers: Betty Kaye, Virginia Callahan. Cashier: Theresa Ryan. Field Exp.: Ed Gallner. Emerg. Phone: Wall, TF 3-8536.

PARAMOUNT, 310 Delaware Ave.—TL 6-37S8
Br. Mgr.: Frank A. Saviala. Office Mgr. and Baaker: Tany Mercuria. Sales: Frank Mancusa, Jahn Serfustina. Asst. Baaker: James Ryan. Emerg. Phane: Saviala, TX 4-1419.

20TH CENTURY-FOX, 290 Franklin St.—TL 2-0784
Br. Mgr.: J. L. Sturm, Jr. Sales: W. C. Rawell. Baakers: Edward L. Jauch, William Hebert. Cashier: Jasephine Genca. Field Exp.: Ralph Buring. Emerg. Phanes: Jauch, TX 4-4256; Hebert, TR 3-7505.

UNITED ARTISTS, 310 Delaware Ave.—TL 4-1500
Br. Mgr.: Burt E. Tapal. Office Mgr.: Francis Maxwell. Sales: Haward McPhersan. Baaker: Jerry Yagerst. Cashier: Ethel Tyler. Emerg. Phane: Maxwell, TL 6-7098.

UNIVERSAL-INTERNATIONAL, 301 Franklin St.—TL 3-2016
Br. Mgr.: Isadare Erlichman. Office Mgr. and Baaker: Albert Quaedvlieg. Sales: Jerry Spandau. Emerg. Phane: Quaedvlieg: TT 6-5993.

WARNER BROS., 100 S. Elmwood Ave.—TL 6-0350
Br. Mgr.: Anthany Kalinski. Office Mgr.: Ruth Rappepart. Sales: Jae Kaitz. Baaker: Bert Kemp. Cashier: Mary Gutawski. Emerg. Phane: Rappepart, TT 5-5944.

• *Supply Dealers*

BISON WASTE & WIPER, 339 Military Rd.—TR 7-6600
DANIEL GILL, 646 Main St.—TL 2-3909
HUNTER & BELL, 858 Main St.—TT 2-2210
NATIONAL THEATRE SUPPLY, 500 Pearl St.—TL 4-1736 Emerg. Phane: TR 6-4576

• *Screen Trailers*

NATIONAL SCREEN SERVICE, 50 W. Tupper—TL 3-7586
Sales: Melvin Schwartz. Shipping: James Lavarato.

• *Signs, Advertising and Printing*

KELLER BROS. & MILLER, 401 Franklin St.—TL 4-2374
NATIONAL SCREEN SERVICE, 50 W. Tupper—TL 3-7586
H. WM. POLLACK POSTER PRINT, 869 Main St.—TT 4-8204
THEATRE SIGN CO., 431 Pearl St.—TL 6-4472

• *Film Delivery Services*

CLARK FILM DELIVERY—TL 6-6544
OLIN FILM DELIVERY, 141 Nassau Ave., Kenmore, N. Y.—TR 5-4398
JOHN J. PAULY FILM SERVICE, 3 S. Tuxedo Pl.—TR 7-6578
PHELPS FILM SERVICE (Kenneth G. Keipper), 1614 Sweet Home Rd.—NF 2-9329
SMITH & HOWELL FILM SERVICE, 1120 Military Rd.—TR 3-2600
Terminal Mgr.: Edward Hickey. Dispatcher: Gus Fichter.
SOUTHWESTERN FILM SERVICE (Contact Olin Film)—TR 5-4398

• *Service Companies*

ALTEC SERVICE CO., Market Arcade—TL 4-7432
RCA SERVICE CO., 600 Grover Cleveland Hwy.—TF 3-7763

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Babb Fights Injunction On "Kipling's Women"

JACKSON, O.—Injunction which stopped the showing of the film, "Kipling's Women," on the second night of a four-night engagement at theatres in Jackson and nearby Wellston will be appealed by Kroger Babb, president of the Beverly Hills Art Film Association, distributors.

"We cannot let that decision stand," said Babb. The injunction against the film and its advertising was granted by Judge Thomas W. Mitchell of Jackson County Common Pleas Court. The Jackson County Ministerial Association asked the ban, charging the movie is "lewd, lascivious, obscene and a threat to community morals."

Everett Gettles, manager, Louvee, Wellston, and a candidate for Wellston mayor, resigned as manager after Wellston ministers picketed the theatre. Jack Frazee, Chakeres Circuit, operator, Wellston and Jackson, was in charge of the Louvee when it reopened Monday night. He said the theatres had been rented to Babb for the four-night run, on nights when the two theatres were not normally in operation.

The ministers resumed picketing at the evening show. They carried signs calling the movie "filth and smut." Gettles charged the picketing was politically inspired. He pointed out that there was no picketing at the Jackson. Gettles' opponent in the mayoralty race, Mayor James Rupert, signed the ministers' petition for a temporary injunction. So did Mayor Wayne Harbarger of Jackson.

Legal grounds for the injunction were not "granite solid," said Judge Mitchell, but he declared he could not be a party to "the perversion of the morals of the young people of the community." He criticized some courts "which carry constitutional guarantees to extremes." He said these courts "stammer lofty quotations about constitutional freedom while a river of slime is submerging the country."

The court also enjoined the movie's advertising. The ministers particularly criticized circulars which had been mailed to homes. Judge Mitchell offered "humble advice" that the petitioners "see what you are objecting to before you object." None of the five witnesses supporting the injunction had seen the movie.

Babb admitted on cross-examination that the film showed female nudity to a "major extent" but said "it was in very good taste."

Babb said the film had encountered no opposition in showings in 22 states.

Col. Stock Dividend

NEW YORK—The board of directors of Columbia Pictures declared a 2½ per cent stock dividend on the common stock and voting trust certificates for common stock, payable in common stock July 31 to holders of record June 30.

Watch for them!

NEXT!
Minneapolis Territory
Issue of July 5
Cleveland Territory
Issue of July 12

Save Them!

New Producer Keeps Eye On Family Films

BOSTON—Norm Prescott, the former radio and television personality who turned film producer, has returned from Europe and is completing a full length animated color feature titled "Rip Van Winkle." He also has taken on new projects with his return to Pleasure Island, the $4 million family recreation park in Wakefield, Mass., where he is executive vice president.

Prescott has inaugurated a new program of films for showing in motion picture houses, and film footage for television at a time when most amusement parks are just becoming aware of film for promotional purposes. He has concluded a deal with WNAC-TV, Channel 7, Boston, for the independent production of a children's half hour show entitled "Circus Train," which took to the air on June 14 from 6:30 to 7 p.m. for a 14-week series with film footage of the park.

Another feature, "The Gingerbread Boy," is being made abroad by Prescott, whose rise in the film business has been fast. While he was a vice-president with Joe Levine's Embassy Pictures Corp., he became very attracted to the animation part of the motion picture business, he recounts. He left Embassy to form his own production company, Lincoln Productions, and prepared all the preproduction work in New York for his films, such as scripts, storyboards, layouts, dialogue, and effects tracks. Then, he went to Europe and signed three studios on a long term deal for the animation production of his films.

By taking a different and new approach to the problems of a big amusement park, which he refers to as his "summer hobby," Prescott came up with the idea of using films first, and at a time when, he says, "most enterprises of this sort are just becoming aware of the existence of film. He has already made a special one reeler, "A Day at Pleasure Island," which will be shown, through special arrangements with Stan Davis, Continental Distributors, Boston, at 210 drive-ins. The dates in the drive-ins go through Oct. 1. It will also be shown in a downtown Boston house. Prescott, who jumps back and forth from Boston to Europe, says he considers his vice-president position at Pleasure Island as a vacation, because it gives him three months to spend at home with his family and look after the advertising and promotional activities of the park, only a short drive from his Newton home.

Prescott said that he deplores sex, violence, and crime pictures, and "all the artifical ballyhoo attached to these kind of films." He said he believes "in a corner of the film business, which appears to have been neglected by all except Walt Disney, and that is the wholesome, entertaining and educational films that have honest values and appeal for children.

"That's why," he said, "I am spending all my time between Pleasure Island, a park designed for children of all ages, and two animated film projects designed especially for children's audiences."

Drive-In Okay Delayed

NEWARK, N. J. — Eastern Management Corp.'s plan for a new deluxe outdoor theatre to be located in Wayne Township, N. J., has received a temporary delay due to the crowded calendar of the local board of adjustment. It is hoped by Eastern executives that the board's calendar will be sufficiently cleared by late summer to permit a hearing for the required zoning change.



Anthony Hall, star, MGM's "Atlantis, The Lost Continent," and a native Philadelphian, recently received a plaque commemorating his first starring role from the Motion Picture Preview Group of the Federation of Women's Clubs at their annual luncheon at the Warwick Hotel in Philadelphia. Making the presentation is Mrs. Arthur Goldsmith.

U-I Reports Earnings

NEW YORK—Universal Pictures Company, Inc., reports for the 26 weeks ended April 29 consolidated net nearnings from operations of $1,835,322, after a provision of $1,685,000 for federal taxes on income. After dividends on preferred stock, consolidated net earnings amount to $1.98 per share on 888,390 shares of common stock outstanding, excluding shares in the treasury of the company.

For the 26 weeks ended April 30, 1960, the Company reported consolidated net earnings from operations of $3,695,194, after provision of $3,875,000 for federal taxes on income, which, after providing for dividends on preferred stock amounted to $4.04 per share on 892,190 shares of common stock outstanding.

Roberts New Ampex Prexy

SAN FRANCISCO—George I. Long, Jr., has resigned as president of Ampex Corporation, effective August 1. William E. Roberts, executive vice-president, Bell and Howell Company, was named to succeed him. Long will continue with the company as a director.

It was reported that the company had a loss of about $4,000,000 in the fiscal year ended last April 30, compared with $3,959,000 cleared in the previous fiscal year. Consolidated sales for the recent year totaled $70,-105,000 compared with $73,434,000 a year earlier.

Survey Sees Attendance Rise

NEW YORK—Standard and Poor's amusement industry survey predicts higher movie attendance and rising admission prices, spurred by distribution activities for generally high-quality pictures during 1961.

Foreign remittances are also expected to remain high this year, and TV activities of the major companies, including production of TV series and leasing of post-1948 films, will make an increasing contribution to revenues and earnings, the report states.

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CANADIAN Highlights

By Harry Allen, Jr.

GROSS RECEIPTS in 1960 at hardtop theatres dropped 3.1 per cent from 1959, a preliminary report from the Dominion Bureau of Statistics estimates. Admissions dropped 8.6 per cent against 1959, according to estimates based on reports submitted by 75 per cent of the Canadian situations, said the DBS. The final figures are not expected to change much in the full coverage report "to be submitted at a later date, and serve only as indicators and not as an account of theatre operations in 1960," said DBS. Actual gross of non-drive-ins was $66,-232,378, a decline of $2,137,671, while admissions at 108,395,117 were down 10,238,283 from 1959. Amusement taxes, at $5,492,749, declined by $467,108 or 7.8 per cent. The average admission price was 61 cents compared to 58 cents, which helped protect exhibitors. This, coupled with gains in reducing the amusement tax, was helpful. The saving on amusement taxes usually goes to the exhibitor. Effect of economy and the closing of theatres is indicated by 877 drop in the persons employed (10,596) and a $210,479 decline in earnings ($16,300,564).

DIRECT NEGOTIATIONS between theatre operators and projectionists on the Sunday work question in Toronto have been renewed. The negotiations, shelved a month ago in favor of arbitration, were started after a visit to the city by Richard Walsh, international president of the projectionists' union. Some optimism is being expressed by both sides on the outcome of the negotiations. Disagreement between the two arose over the question of overtime rates. The chain theatre companies, Odeon, Famous Players, 20th Century, Premier Operating, and B & F will stay closed until they can agree with Local 173 of the Projectionist.

Negotiations are being conducted by top level management, with E. G. Forsyth of Odeon acting as chairman of the theatre owners' bargaining committee. Those houses staying open Sundays however, are only scraping along. Less than a dozen independents are trying to make an extra dollar Sundays. Vito Simone, owner of the Radio City, complained he's lost $600 in four Sundays. On the last Sunday he lost $175. Other theatres reporting poor houses were the Pix and the Lansdowne. The Gay reported: "A fair house, but not up to what we expected." Best house was reported by the Lux, one of the city's two burlesque houses, with a fairly good crowd. The other burley house, the Casino, is closed for renovations. Most of the operators blamed the fine weather for keeping people away from the theatres.

FILM SCRAPS: Censor of Moving Pictures for British Columbia, R. W. McDonald, has added something new, the Restricted Category, which bans anyone under 18 from theatres playing certain films. This is a card that, when signed by a parent or legal guardian, is a statement of responsibility and permits such a person to bring a child or children with him. It's an experiment to determine the reactions of the public and arose when parents brought babies and youngsters to drive-ins . . . A new twist was added in Odeon's contest among its patrons to find out what they thought were the top five grossers in a list of 20 British films. Advertising and publicity director Charles Mason received a query from an American Encyclopedia company asking what the top five. Mason replied by telling him he would pass along the information "after the contest is over." What some people will do to beat a contest. . . . A series of 13 one-hour TV programs about the history of Canadian motion picture production will be offered by the French network of the Canadian Broadcasting Corp.

LONDON *(Continued from page 16)*

THE FESTIVAL season is gaining momentum. Tony Hancock and MacGregor Scott have been to Beirut and Warsaw with "The Rebel"; Shirley Anne Field is off to Moscow for the presentation of "Saturady Night and Sunday Morning"; and Peter Finch and Billie Whitelaw are Berlin bound for Rank's "No Love For Johnnie." I myself have received a very kind invitation from the Mayor of San Sebastian to be his guest for the festival and I must say, dodging the London puddles, the thought of Spain, sun, and senoritas seems mighty attractive. One festival that is gaining constantly in prestige is the international advertising film festival which has just concluded at Cannes. Delegates came from all over the world. Organizer Peter Taylor tells me that entries have risen from 187 in 1954 to 1217 this year, and delegates from 219 to 1156.

GENERALLY at star receptions I spend the time with the executives and technicians, but at the Dorchester the other evening I found myself through circumstance sitting next to Dolores Hart (I really do suffer for my art), who is here to star in Mark Robson's "The Inspector"—that's a title which surely must be changed, suggesting to me some turgid Russian drama—and a pleasurable experience it proved. She had just had her celebrated waist length tresses shorn so that she can play the tragic victim of a wartime concentration camp. She told me she got the movies in her blood as a child. Her grandfather, Fred Kudes, was projectionist at the Drake in Chicago, and she alleges that after school in return for waking him every 20 minutes to make the changeovers and rewinding the reels, he let her see the programs for free! With an impish sense of humor, she is delightful company. . . . Two nostalgic occasions: When I met MGM's Charles Goldsmith, and we walked in to the shell of the Empire which only closed at the end of May and watched the wreckers at work. The new theatre which will be of the stadium type will occupy the old circle area and seat about 1200, while the stalls will be converted in to a ballroom. Meanwhile, "GWTW" has opened to far above anticipated business at the Coliseum and "Ben Hur" has settled magnificently at the Royalty. . . . The British Film Institute is celebrating the 35th anniversary of the advent of sound with a season devoted to the history of sound films, and fascinating entertainment it makes.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September) it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO
VOL. 66, NO. 4
JUNE 28, 1961

AMERICAN-INT.

Beware of Children

COMEDY
80M.

American-International
(English-made)

ESTIMATE: Fairly amusing import.

CAST: Leslie Phillips, Geraldine McEwan, Julia Lockwood, Noel Purcell, Irene Handl, Joan Hickson, June Jago, Cyril Raymond, Elma Cannon, Alan Gifford. Produced by Peter Rogers; directed by Gerald Thomas.

STORY: Leslie Phillips, wife Geraldine McEwan, and their son arrive to inspect a property that has been left them by an aunt. It is run down and there are a vast number of rooms. Their intention is to sell the house when they are greeted by Noel Purcell, the caretaker, who tries to dissuade them. Phillips hits on the idea of turning the place into a holiday home for children but his wife is a bit skeptical for he's failed before at other projects. She finally agrees. Local do-gooder Irene Handl has hopes of having the property condemned by the local council so that she can turn it into a home for underprivileged children, and she tries to make things as awkward as possible. An ad brings them about 10 children from wealthy and broken homes to be cared for during the summer holiday while the parents are off somewhere. The help is not exactly the best, and there are internal frictions when the cook takes to the bottle. The youngsters are given their freedom at first, but when this fails to achieve the proper result, Phillips cracks down and things are much improved. Handl and the chairman of the Council pull a surprise inspection and the youngsters are on their best behavior, coming to like the place and its owners. When the parents arrive to pick up their children, Phillips exacts a promise from them to care more for their youngsters in the future and not to lock them out of their lives. Handl is present at the farewell and is touched into admitting that there are over-privileged children as well that need the attention of Phillips and wife. She promises no more trouble in the future.

X-RAY: There are a number of cute and comic moments to be found in this import as well as a lightweight yarn, good performances and adequate direction and production. The presence of the youngsters and the theme of the yarn makes it suitable for the family, and it should do well as part of the program. The screenplay is by Norman Hudis and Robin Estridge.

AD LINES: "When Youngsters Are Given A Free Hand, Adults Have To Run For Cover"; "Help, There Are Kids On The Loose."

COLUMBIA

Homicidal

MELODRAMA
87M.

Columbia

ESTIMATE: Grisly horror item with Castle gimmick.

CAST: Glenn Corbett, Patricia Breslin, Jean Arless, Eugenie Leontovich, Alan Bunce, Richard Rust, James Westerfield, Gilbert Green, Wolfe Barzell, Hope Summers, Teri Brooks, Ralph Moody, Joe Forte. Produced and directed by William Castle.

STORY: Jean Arless assumes the identity of Patricia Breslin and cold-bloodedly murders Justice of the Peace James Westerfield. She returns to her job as companion to paralyzed and dumb Eugenie Leontovich, who hates her but is devoted to the wealthy step-brother of Breslin. Arless is mentally disturbed and tells Leontovich that she will be next to die. She frightens Breslin away after telling her that she is her step-brother's wife. Breslin and Glenn Corbett, her fiancee, begin to suspect Arless. Meanwhile, Arless kills Leontovich. She also attacks Breslin, who is saved just in time. In reality, Arless and Breslin's step-brother are the same person, since the inheritance had to go to a male heir. Westerfield was killed because he knew the secret of the switch in sex.

X-RAY: The story is rather preposterous, but Castle has provided more than enough chills to satisfy horror fans who evidently abound in great numbers. The Castle gimmick, this time, involves a money back offer to those who leave before the climax of the film because they are "cowards." Theatres probably won't refund too many admissions as there is plenty for the fans to enjoy. Acting is capable, and direction and production are a notch above previous Castle offerings. The gruesome events exert a certain fascination until probability is tossed out the window for a "Psycho"-like ending that some may figure out in advance. The exploitation crowd should have plenty of fun with this one, and could chalk up some pretty fancy grosses for the novelty seekers who can be attracted early. Castle has fun being ghoulish, and audiences seem to have a good time as well.

TIP ON BIDDING: Better program rates, depending on situation.

AD LINES: "The Master Of Horror Says See It If You Dare . . . Cowards May Flee Without Cost"; "So Frightening . . . So Shocking . . . So Chilling . . . Your Money Back If You Can't Stand The Suspense."

Most Dangerous Man Alive

MELODRAMA
82M.

Columbia

ESTIMATE: For lower half.

CAST: Ron Randell, Debra Paget, Elaine Stewart, Anthony Caruso, Gregg Palmer, Morris Ankrum, Tudor Owen, Steve Mitchell, Joel Donte. Produced by Benedict Bogeaus; directed by Allan Dwan.

STORY: Ron Randell, a racketeer convicted of a phoney murder charge, escapes enroute to prison and winds up in an atomic testing area where a cobalt bomb is exploded. He recovers and finds that his body has become the texture of steel. Gangster chief Anthony Caruso, who framed Randell for murder, guesses rightly that he'll be heading in his direction for revenge or to clear his name. Caruso sets a trap using former girl friend Debra Paget, but bullets fail to affect Randell. He kidnaps Paget hoping to use her to clear him of the murder charge. He appears at the home of one-time girl friend Elaine Stewart, who is in love with him. He eludes pursuing police and scientist. Tudor Owen, who is anxious to help Randell. The latter convinces Stewart to arrange a meeting between them before his deformities worsen. Caruso kidnaps Owen, setting a trap wherein Randell is to be electrocuted, but even this fails to kill him. As police close in, Randell takes to the hills with Caruso and Paget. Caruso kills Paget when she agrees to testify against him. Randell in turn sends Caruso to his death. The National Guard, which has been summoned, closes in as Randell discovers human qualities returning to his body. Flame throwers take their toll, and Owen claims that much can be learned from the way Randell disintegrates.

X-RAY: There is average interest to be found in this entry that combines some science fiction aspects with those of the gangster melodrama. The cast is fair, as are direction and production. It should do okay where supporting film of this nature is indicated. The screenplay is by James Leicester and Philip Rock, based on the story, "The Steel Monster," by Rock and Michael Pate.

AD LINES: "Nothing Can Stop This Man Of Steel"; "Steel In His Flesh; Hate in His Heart."

Two Rode Together

DRAMA
109M.

Columbia
(Eastman Color)

ESTIMATE: Off-beat adventure yarn has good selling angles.

CAST: James Stewart, Richard Widmark, Shirley Jones, Linda Cristal, Andy Devine, John McIntire, Paul Birch, Willis Bouchey, Henry Brandon, Harry Carey, Jr., Olive Carey, Ken Curtis, Chet Douglas, Annelle Hayes, David Kent, Anna Lee, Jeannette Nolan, John Qualen. Produced by Stan Shpetner; directed by John Ford.

STORY: James Stewart, marshal of a small town in Texas, is asked to attend a conference with Major John McIntire at an Army fort, and to add emphasis to the invitation, Lt. Richard Widmark and a detail of men including Sergeant Andy Devine are sent along as an escort. Stewart is puzzled but glad to get away as saloon owner Annelle Hayes is becoming matrimony-minded. At the fort, McIntire explains that the Army, tied down by a peace treaty from entering Indian territory, would like Stewart to go to Comanche chief Henry Brandon and try to obtain the release of white prisoners captured over the years. He reluctantly agrees after a horde of relatives at the fort also agree to pay him. Widmark is assigned to accompany him. Among the relations is Shirley Jones, who hopes to get a younger brother captured by the Indians, and she becomes friendly with Widmark. Taken before Brandon, upstart warrior Woody Strode demands that they be put to death. An old white woman captive, who doesn't wish to be repatriated, informs them that most of the captives are either dead or sold off in Mexico with the exception of youthful warrior David Kent and Linda Cristal, the wife of Strode. Brandon trades these two for rifles and knives. Widmark takes Kent ahead while Stewart and Cristal linger on the trail for Strode to catch up to them, whereupon Stewart kills him. At the

fort, no one claims Kent except for mentally-disturbed Jeannette Nolan, who is convinced he is her long lost son. The other women at the fort shun Cristal because she has lived with an Indian, with Stewart and Widmark trying to protect her. Later a raging mob sweeps by intending to hang Kent because he killed Nolan. Kent reacts when he hears Jones' music box, and she knows he is her long lost brother, but a mob sweeps the savage away to his death. Stewart returns to his town with Cristal to find that his assistant has been elected marshal. He decides to leave with Cristal, who is California-bound.

X-RAY: This yarn starts off in high gear and with some really off-beat dialogue and situations, slows down a bit, picks up speed and suspense, and winds up in an impressive finish. The characters are a bit on the different side as well, with the cast doing a good job following the expert direction of John Ford. There is some humour to be found with the action and melodrama, which also adds to the value of the entry. The stellar strength of the cast could also prove of value at the box office. The addition of color is another point in the film's favor. The screenplay is by Frank Nugent based upon the novel by Will Cook.

TIPS ON BIDDING: Higher bracket in many situations.

AD LINES: "An Unusual Adventure And Action Experience"; "John Ford Is At His Best With James Stewart, Richard Widmark, And Shirley Jones."

20th-FOX

Misty

DRAMA
92M.

20th Fox
(CinemaScope)
(Color by DeLuxe)

ESTIMATE: Good entry for family trade and youngsters.

CAST: David Ladd, Arthur O'Connell, Pam Smith, Anne Seymour, Duke Farley, and the people of Chincoteague. Produced by Robert B. Radnitz. Directed by James B. Clark.

STORY: Twelve year old David Ladd and his sister Pam Smith, come to live with their grandparents, Arthur O'Connell and Anne Seymour, after their parents die. O'Connell has a pony ranch where he sells and breeds the wild horses of Assateague, Virginia island close to where they live. Here the horses spend their lives except for one day a year when a round-up is held and some of the animals are sold for the benefit of the local fire department. Ladd and Smith see one horse, known as the Phantom because she has always proven so elusive, about whom their father raved, and they are determined to save enough money to buy it if it is caught. They perform odd jobs around town and also make money by gentling some of O'Connell's ponies so that he can get more when they are sold. At round-up time, Ladd is able to catch the Phantom because she has become the mother of a cute colt, whom Ladd names Misty. As the sale approaches, Ladd and Smith go to put their bid in for Phantom and Misty, only to find that an absent businessman has beat them to it. The disappointment is heartbreaking. A week later, the fire chief informs them that the animals are theirs because the previous purchaser won a pony on a raffle. Misty is easy to make friends with, but Phantom is no longer a youngster. Also, she seems to long for the neighboring island every time they hear the call of a stallion. Phantom becomes one of the fastest horses in the area and Ladd hopes to race her against the favorite, who has been winning the past few years. They have an unofficial race on the beach and Phantom wins. As the news spreads, the whole town backs Pahntom. The latter goes off her feed and is in the doldrums. On the beach she pitifully answers the neigh of the stallion. Ladd and Smith let her loose. As she starts to swim away, Misty ventures after her, and Ladd pushes him into the water as he and Smith head for home. Their sadness is swept away when the colt comes roaring up to them, electing to belong to his devoted friends.

X-RAY: Take a pair of personable youngsters, a flock of ponies with a few that are special; add some understanding grandparents, unusual settings, and colorful countryside; throw in a warm and simple yarn, and you've got a film that should appeal to and satisfy most audiences. There are some slow spots but these don't detract from the overall presentation. There are also some unusual angles to the story which may stimulate interest. The cast, direction, production, and photography are all capable. The entry should do okay as part of the show. The screenplay is by Ted Sherdman based on the book, "Misty of Chicoteague," by Marguerite Henry.

TIPS ON BIDDING: Higher program bracket.

AD LINES: "The Story Of Two Youngsters And Their Pets"; "Warm The Cockles Of Your Heart With This Wondrous Tale Of Children And Faith."

Voyage To The Bottom Of The Sea

MELODRAMA
107

20th-Fox
(CinemaScope) (DeLuxe Color)

ESTIMATE: Modern day science fiction should do okay.

CAST: Walter Pidgeon, Joan Fontaine, Barbara Eden, Peter Lorre, Robert Sterling, Michael Ansara, Frankie Avalon, Regis Toomey, John Litel, Howard McNear, Henry Daniell, Skip Ward, Mark Slade, Charles Tannen, Delbert Monroe, Anthony Monaco, Michael Ford, Robert Easton, Jonathan Gilmore, David McLean, Larry Gray, George Diestel. Produced and directed by Irwin Allen.

STORY: Admiral Walter Pidgeon commands the U.S.O.S. Seaview, experimental atomic submarine, which surfaces near the polar icecap on its maiden voyage. On board are Captain Robert Sterling; Pidgeon's secretary Barbara Eden; physicist and marine life expert Peter Lorre; and psychiatrist Joan Fontaine, who is studying the effects of prolonged confinement on human behavior. Also aboard are Congressman Howard McNear, "watchdog of the budget," and former Admiral John Litel, now a member of the Bureau of Marine Exploration. Crew member Frankie Avalon is in love with Eden. Huge ice boulders hit the sub, and when it surfaces, they learn the entire sky is on fire. They rescue Michael Ansara. Pidgeon learns the fire in the sky is the Van Allen Belt radiation which circles the earth and has been burning for days with the earth's temperature now at 135 degrees and still rising. As the sub heads for New York, they come up with what they believe is a solution to putting out the fire. This entails firing a missile from the sub into the belt from a point near the Marianas. As the missile detonates it will seed the flames with an overdose of radiation, causing the belt to explode outward into space. The scientists of the United Nations label the plan lunatic, but Pidgeon, unable to reach Washington for an okay, proceeds with the plan, which succeeds, although Fontaine is exposed meanwhile as a saboteur.

X-RAY: This well made modern science fiction meller includes practically everything. Brilliantly produced and photographed, the undersea stuff is particularly impressive. The snorkel swimming sequences including that of a fight with a giant octopus, and many interior shots of the ultra-modern sub are thrilling. The plot by Charles Bennett and Allen is made to seem almost logical, and there is plenty here to attract most everybody. Frankie Avalon is present to attract his admirers, the teen crowd. In a spectacle such as this, no one has to act much, although Pidgeon manages to come through satisfactorily, which is more than we can say for the women involved. This has many sales angles and should click where this type of film fare has gone over before. It is quite lenghty, but interest is well maintained.

TIP ON BIDDING: Better program rates.

AD LINES: "Voyage To Amazing Atomic Adventure—On Land—In Outer Space—And Undersea!"; "The Most Amazing Atomic Adventure Of Our Time."

UNITED ARTISTS

Doctor Blood's Coffin

DRAMA
92M.

United Artists
(Caralan)
(English-made)
(Color)

ESTIMATE: Horror drama for program.

CAST: Kieron Moore, Hazel Court, Ian Hunter, Fred Johnson, Kenneth J. Warren, Andy Alston. Produced by George Fowler; directed by Sid Furie.

STORY: A small Cornish village is thrown into an uproar over the disappearance of several of its inhabitants. There also have been thefts of medical equipment from the office of the village doctor, Ian Hunter. A villager who knows his way around an abandoned mine is asked to lead a search, but he too disappears after an intruder gives him an injection and carts him off to a makeshift lab in the mines. Into all this comes Kieron Moore, Hunter's son, a bio-chemist who is returning from studying abroad. He is attracted by Hunter's nurse, Hazel Court, who is a widow. It turns out that Moore was expelled from school abroad for attemping an experiment which would hasten the death of one person so he could use the heart to try and instill life in one already dead. Court follows several clues and identifies Moore for what he is. She experiences a session with one of corpses Moore tries to revive but is saved when it turns its attention to Moore and both die. Court survives to tell the story.

X-RAY: Interest is well enough maintained here because of the different twists in the story, the freshness of the settings, and the adequacies of the cast. Direction and production are average. There are several sequences which are too horrifying for children. It should do okay as part of the program with perhaps some extra horror promotion paying off in increased returns.

AD LINES: "Not For The Weak Of Heart"; "An Experince In Horror."

Gun Fight

WESTERN
68M.

United Artists
(Zenith)

ESTIMATE: Lower half filler.

CAST: James Brown, Joan Staley, Gregg Palmer, Ron Soble, Ken Mayer, Charles Cooper, Walter Coy. Produced by Robert E. Kent; directed by Edward L. Cahn.

STORY: When James Brown is discharged from the army, he goes to join his brother, Gregg Palmer, on a large ranch that he owns. Enroute, he gets to know dance hall hostess Joan Staley and he saves her from the unwanted attentions of gambler Charles Cooper. It turns out that Palmer leads a gang of rustlers and outlaws, and Brown refuses to join them. Brown instead heads for work at a trading post owned by an ex-soldier friend, and Staley agrees to go along. They are married when they arrive there. One of Palmer's men, Ron Soble, persuades him that Brown is responsible for the sheriff attacking their hideout, whereas in reality it was Cooper who tipped the law hoping to collect a reward. Cooper gets his and Palmer and Soble go after Brown, seeking revenge. They recruit another gang of cut-throats, but Brown convinces Palmer that he had nothing to do with the raid. He invites Palmer to stay with them. Soble infuriated at the turn of events, attacks the brothers with his men. The outlaws are killed as is Palmer. Brown and Staley plan on naming their first child after Palmer.

X-RAY: There is sufficient action and intrigue to hold the attention of the very young and the rabid western fans. The acting, direction, and production are fair and the entry is for the lower spot on the program. The screenplay is by Gerald Drayson Adams and Richard Schayer, based on a story by Adams.

AD LINES: "Roaring Guns Spell Death"; "Action On The Range"; "Brother Against Brother With Blazing Guns Between Them."

When The Clock Strikes

DRAMA
72M.

UA
(Kent)

ESTIMATE: Lower half filler.

CAST: James Brown, Merry Anders, Henry Corden, Ray Barcroft, Peggy Stewart, Jorge Moreno, Francis De Sales, Max Mellinger. Produced by Robert E. Kent; directed by Edward L. Cahn.

STORY: James Brown, a conscience stricken grocer, attempts to reach state prison in a driving rain storm before a man is executed who was convicted mainly on Brown's testimony. He meets Merry Anders on the road, her car having stalled, and he gives her a lift to a lodge owned by Henry Corden. Sheriff Roy Barcroft tells him that he's missed the warden, but the latter returns when his car can't get through. Brown talks to him but he can offer little comfort. Jorge Moreno shows up to confess the murder but it's too late. The following day, Brown and Anders go through the dead man's effects and find a post office box key which they are certain contains the money he stole. They arrange to have the package in the box mailed to them at the lodge. Complications arise with the arrival of the real widow, Peggy Stewart, to talk to the sheriff. Corden shows he's after the money when he ties up Anders and tries to get rid of Brown. The latter becomes suspicious and unmasks Corden, who kills Stewart to get her out of the way. With a gun on Corden and the money in his hand, Brown tells Anders they can't go through with the theft, and the proper thing to do is to notify the sheriff and turn over the money.

X-RAY: The drama never rises above the fair category with a passable story, adequate performances, direction and production. There's much talk and little action in addition to which some of the plot is far fetched. It's for the lower half.

AD LINES: "A Group Of People On a Mountainside During A Storm Spelled Trouble"; "He Had A Choice—Keep A Fortune And Run Or Surrender And Gain Happiness."

UNIVERSAL

Come September (6121)

COMEDY
112M.

Universal-International
(Technicolor) (CinemaScope)
(Filmed in Italy)

ESTIMATE: Highly enjoyable comedy.

CAST: Rock Hudson, Gina Lollobrigida, Sandra Dee, Bobby Darin, Walter Slezak, Brenda De Banzie, Rosanna Rory, Ronald Howard, Joel Grey, Ronnie Haran, Chris Seitz, Cindy Conroy, Joan Freeman, Nancy Anderson, Michael Eden, Claudia Brack. Produced by Robert Arthur; associate producer, Henry Willson; directed by Robert Mulligan.

STORY: Wealthy American Rock Hudson spends every September in Italy at his villa with lovely Gina Lollobrigida as his playmate. He arrives unexpectedly in July and Lollobrigida gives up plans of a wedding to be with him. Walter Slezak, caretaker of the villa, has been using it as a hotel for 11 months a year and is caught by the sudden switch in Hudson's usual plans. Hudson has no chance to be alone with Lollobrigida as staying at the "hotel" are several young girls touring with chaperone Brenda De Banzie. De Banzie is hospitalized with a bad back, postponing their departure still further, and Hudson's troubles are multiplied as a group of young American boys led by Bobby Darin descend on the "hotel." Refused admittance by the enraged Hudson, they pitch a tent outside the gate and court the girls. Hudson feels responsible for their safety and chaperones the youngsters everywhere they go, being particularly careful not to permit Darin and Sandra Dee off together. He defeats every attempt the boys make to get the girls alone, meanwhile lecturing the young ladies not to take romance lightly. This infuriates Lollobrigida who realizes Hudson takes her for granted, and she leaves in a huff. Realizing he loves her, Hudson gives chase, and romantic problems are ironed out for all couples concerned.

X-RAY: A sneak preview audience had a fine time with this gay and colorful comedy played strictly for laughs by a name-packed cast. Italian locales are lovely, and direction keeps things moving at a fast and funny clip. Hudson's growth as a fine comedian continues here, particularly in his scenes as a most reluctant chaperone. Lollobrigida is lovely, Slezak always amusing, and for the youngsters there are Sandra Dee and Bobby Darin. Darin also composed the music for the film and sings one of his own songs, "Multiplication," quite well. There are a host of saleable features to this fine comedy that should please the warm weather trade no end. Hudson's first independent film should be a winner. Written by Stanley Shapiro and Maurice Richlin.

TIP ON BIDDING: Higher rates.

AD LINES: "As Fresh As A Mediterranean Breeze . . . The Love And Laugh Story Of A Lifetime"; "The Screen's Most Romantic Team, Rock Hudson And Gina Lollobrigida . . . America's Young Sweethearts, Sandra Dee And Bobby Darin . . . In The Year's Top Love And Laugh Riot."

Tammy Tell Me True (6119)

COMEDY DRAMA
97M.

Universal-International
(Eastman Color)

ESTIMATE: Warm yarn has appeal for youngsters and family trade.

CAST: Sandra Dee, John Gavin, Charles Drake, Virginia Grey, Julia Meade, Beulah Bondi, Cecil Kellaway, Edgar Buchanan, Gigi Perreau, Juanita Moore, Hayden Rorke, Ward Ramsey, Henry Corden, Don Dorrell, Pat McNulty, Taffy Paul, Lowell Brown, Bill Herrin, Catherine McLeod, Ross Elliott, Ned Wever. Produced by Ross Hunter; directed by Harry Keller.

STORY: Sandra Dee (Tammy), heartbroken at the fact that her boy friend at college doesn't answer her letters, determines to get an education and floats her shantyboat downstream to Seminola College. She is befriended by young instructor John Gavin and accepted as a special student by Dean of Women Virginia Grey, who sends her out on a job possibility as companion to rich Beulah Bondi. Bondi, virtually held captive in her own home by conniving niece Julia Meade, recalls her own youth on the river and decides to run away to live with Dee on the latter's boat. There she regains her former warm personality. Dee, meanwhile, attends classes and finds herself drawn to Gavin as other students mock her back-country ways and speech. Meade launches a search for Bondi and when she sees Dee wearing a necklace given her by the old lady, she has her arrested. A sanity hearing is held for Bondi, and Dee's testimony wins the day. Dee realizes she loves Gavin.

X-RAY: Following on the success of the first "Tammy" feature, it would seem that a sizeable family audience is waiting for this sequel. Dee is fine as Tammy, but Gavin is a bit wooden as her leading man. Supporting performances are colorful, particularly Bondi and Kellaway as Tammy's young-in-heart old friends. The story may be sticky for sophisticates but the mass audience should enjoy the warm and often humorous proceedings. Production, as always in a Ross Hunter feature, is excellent, and the net result should be good family trade in general situations. Screenplay by Oscar Brodney, based on the novel by Cid Ricketts Sumner. Dee sings the title tune, which is a decided exploitation plus.

TIP ON BIDDING: Better program rates.

AD LINES: "Your Heart Will Sing A Happy Tune As Tammy Returns To Brighten The Screen"; "No Love So Warm . . . No Song So Lovely . . . No Gal Half So Much Fun As Tammy."

Trouble In The Sky (6118)

DRAMA
76M.

U-I
(English-made)

ESTIMATE: Okay programmer.

CAST: Michael Craig, Peter Cushing, Bernard Lee, Elizabeth Seal, George Sanders, Andre Morell, Gordon Jackson, Charles Tingwell. Directed by Charles Frend; produced by Aubrey Baring.

STORY: An inquiry is held when a jet airliner piloted by Bernard Lee crashes trying to take off at an Indian airport and the co-pilot is killed. The plane manufacturers are represented by counsel George Sanders, who convinces the board that it could have been due to pilot error. Michael Craig is asked to check Lee out before he is assigned another flight and he passes. Craig meets Lee's daughter, Elizabeth Seal, but she brushes him off. On another flight, Lee runs into bad weather which shatters the front windshield, but he manages to bring the plane down safely and wins the praise of passengers and the airline. Supervisor Peter Cushing shows up to test pilots, and he flies with Lee, taking over when he thinks Lee is landing too low. He also neglects to report that he took the plane off and not Lee when a piece of shrub is found in the landing gear. Craig becomes friendly with Seal and learns that her father follows flying instructions literally. He's puzzled by the trouble in taking off at the airport in India. One of the planes doesn't make the takeoff from the Indian airport and crashes, killing the passengers and crew. Craig investigates and finds that other pilots had been having trouble with the plane. He discovers that conditions have to be changed for the successful operation of the plane, and Lee is vindicated. It seems certain that Craig and Seal will find happiness together.

X-RAY: This entry for the program is fairly interesting, efficiently directed and produced, and the cast performs well. There are some moments of suspense and the import should do okay in the supporting slot of the program.

AD LINES: "Terror In The Air When A Storm Hits"; "A Thriller About Jet Planes And Their Crews."

WARNERS

Fanny (016)

DRAMA
133M.

Warners
(Technicolor)
(Filmed in France)

ESTIMATE: Excellent.

CAST: Leslie Caron, Maurice Chevalier, Charles Boyer, Horst Buchholz, Baccaloni, Lionel Jeffries, Raymond Bussieres, Victor Francen, Georgette Anys, Joel Flateau. Directed and produced by Joshua Logan; associate producer, Ben Kadish.

STORY: On the Marseilles waterfront, Horst Buchholz, young son of bar owner Charles Boyer, yearns for the sea. He is in love with Leslie Caron, daughter of Georgette Anys, the fishmonger. Elderly widower Maurice Chevalier is also attracted to Caron. When a sailing vessel arrives in port, Buchholz yearns to be on board, and this is arranged by a friend. He hesitates since it means being away on the expedition for five years. He and Caron spend the night together and then he asks her to keep him from going. She is afraid that he will hold it against her in the future. She tells him to go and gives him the impression that perhaps her love is not as strong as it was before. When Anys learns that Caron has spent the night with Buchholz, she insists to Boyer that they must get married right away. Buchholz does leave with the ship. Some weeks later, Caron finds that she is pregnant and Anys urges her to marry wealthy Chevalier. Caron tells Chevalier about the child and he is only too happy to claim it as his. The wedding comes off and the child is a boy, making Chevalier extremely happy, while Boyer becomes the god-

(*Continued on page 4836*)

ALPHABETICAL GUIDE TO 289 Features Reviewed

This index covers features reviewed thus for during the 1960-61 season in addition to features of the 1959-60 season, reviewed after the issue of Sept 14, 1959.—Ed

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All In A Night's Work—94m.—Par. 4805
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Angry Silence, The—95m.—For. 4782
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B

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Belles And Ballets—92m.—For. 4778
Bewore Of Children—80m.—A-I 4833
Big Deal On Madonna Street, The—91m.—For. 4778
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Bimbo The Great—93.—W8 4815
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By Love Possessed—115m.—UA 4830

C

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Caltiki, The Immortal Monster—75m.—AA 4773
Career Girls On A Naked Holiday—65m.—Misc. 4798
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E

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F

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S

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W

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Y

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FANNY

(*Continued from page 4835*)

father. On the child's birthday, Buchholz returns for a brief visit. While it's obvious that he and Caron still love each other, she refuses to do anything to hurt Chevalier. On the lad's ninth birthday during a trip to the waterfront with Anys, he and Buchholz are reunited briefly. His disappearance brings on a heart attack for Chevalier who sees Buchholz and Caron together when they bring the boy back. He asks her to take a letter which is to be delivered after his death. In it he asks her to marry Buchholz to insure the happiness and security of her and his son.

X-Ray: This version of the well-known story of some of the people found on the Marseilles waterfront is brought to the screen in interesting and absorbing fashion with fine touches of warmth, emotion, drama, and bits of comedy. Cinematically, the settings and backgrounds are a colorful treat. The cast is very good, with Chevalier and Boyer particularly outstanding. The direction and production are capable and of high calibre. Adults will find the on-screen happenings of greater interest than will youngsters, and those that have seen either earlier foreign films based on the story of the play, which was a popular one, should be waiting for the release quite anxiously. It could be a sizeable attraction boxofficewise. The screenplay is by Julius J. Epstein based on the play "Fanny" by S. N. Behrman, Joshua Logan, and Harold Rome, and taken from the Marseilles Trilogy by Marcel Pagnol.

Tips On Bidding: Higher rates.

Ad Lines: "It's All The Love Stories Of The World Rolled Into One."



JUNE 28, 1961 SECTION THREE VOL. 66, NO. 4

EXPLOITATION

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Individual ACHIEVEMENT CITATIONS have been issued for each of these:

B | KIDS' MATINEES

NUMBER B14
Road Safety Contests For Children
THEATRE: **Regal**
ADDRESS: **Wakefield, England**
MANAGER: **Reginald Helley**

Always looking to to-morrow I pay very special attention to the exploiting of my ABC Minors Saturday morning club shows. By doing this not only are we training our future patrons in the moviegoing habit but we can spotlight the local theatre in a very favorable light.

So successful was the criss cross style quiz game which I staged early in the year that it was suggested that the Playhouse at Dewsbury some 12 miles away (also an ABC theatre) might like to present a similar show to their minors. This was agreed and our team was challenged to play them. We went to Dewsbury and the result was a draw. The next round was at Wakefield and we decided to give this the full treatment.

My projectionists made a special stage setting on the lines of the TV show to give the impression of the real thing. The Road Safety Officer for Wakefield acted as adjudicator for the special road safety questions which were included in the quiz. Mr. Patterson of the Road Safety Committee also attended and presented a special award to one of our minors for his good deed on the road. It is many years since the badge was presented and we were honored that it should happen at Wakefield. These events were very fully covered in the press.

Prizes were raised from Lyons Maid, Ria Ora, Nestles, Ovaltine, the Road Safety Committee, etc. Lyons Maid representatives were present in force and were so delighted with the results that they have received permission from Granada TV to adopt the quiz on a national basis as the contest is being run in connection with road safety.

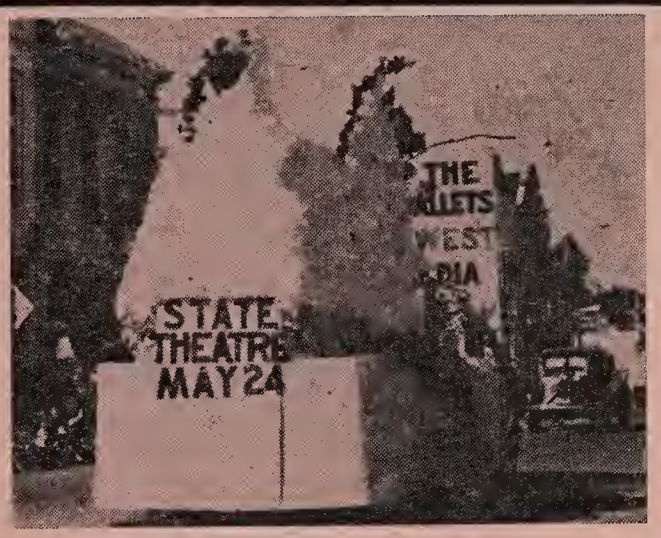
The Chief of Police though unable to attend wrote saying how pleased he was with our efforts to encourage road safety.

Thanks to a second projectionist who was once a Minor and has a 16mm camera a newsreel of ABC Minors activities is being produced for showing to minors, parents and interested bodies. The return of one of my group of Minors entertainers who have turned professional and made a big hit to play at one of our matinees also created considerable newspaper interest.

G | STUNTS-BALLY

NUMBER G21
Ballet Gets In Parade
THEATRE: **State**
ADDRESS: **Oroville, Cal.**
MANAGER: **C. J. Coite**

We recently played a Russian cultural exchange feature released by Columbia, "Swan Lake." We knew we had to put on a big campaign to sell this as this type of film did not appeal to our regular patrons. So we set out to reach the so-called cultured people of the town.



C. J. Coite, manager, State, Oroville, Cal., recently had a float heralding his showing of the Bolshoi Ballet in "Swan Lake," in the annual Fiesta Week parade.

First we had special announcement cards printed on the order of formal invitations. These were dignified appearing and stated admission prices and starting times of the one day's attraction. These proved more effective than regular letters or printed pamphlets. Five hundred were sent out to all prominent organizations, professional people, teachers and college professors of nearby towns, as well as locally. We also used similar announcements for all newspaper ads to give a more distinct and formal touch to our showing of this picture.

Next, it so happened the town was having its annual Fiesta Week which ended with a big parade with merchants entering floats, bands, etc. This was real timely for us as the ballet film was to play the following week. We entered a float which was built by our assistant manager and the entire theatre staff. The float won honorable mention. The reason for this was that we were advertising a product and not the theme of the parade. Actually we got two plugs in the parade theatrewise, because the float that won had a theatre theme, "Old and New Movies." In order to actually win you had to keep with the theme of the parade, "Old and New." We knew this when we entered and tried to tie the theme of "One of the oldest ballets in the new film media"; but I guess the judges felt it was just a little too commercial.

There was much talk about town that we should have won first prize and that the people did not like the idea of the winner coming in first for four years in a row, but we give them their due. Their float was really beautiful.

Another thing we accomplished was getting a nice free plug out of the newspaper, which, believe me, in this town is like pulling teeth. They just don't believe in it.

All in all the weeks of planning and campaigning were rewarded at the boxoffice as we tripled our normal take for the evening. We only played this picture one day; because as I said this was a hard one to sell to my town; but one day or week is worth just as much effort if it brings them to the boxoffice.

NUMBER G22
Towel Service, Anyone?
THEATRE: **Armstrong's State,**
ADDRESS: **Fostoria, Ohio**
MANAGER: **C. V. Mitchell**

When we recently played Paramount's "All In A Night's Work" we promoted it by getting from a local merchant 25 "duplicate costumes" as worn by Shirley MacLaine in the picture.

This information was prominently given in all of our ads and that of the cooperating merchant. Also, we had this information on display in the lobby and it was mentioned in all our radio spots. Word of mouth on this among the ladies was great.

On opening day the first 25 ladies in line received a coupon and after the first showing

(*Continued on page EX-330*)



MGM went all-out recently to exploit the opening of "Atlantis, The Lost Continent" with this live float heralding the opening at the Capitol, New York City. The display toured the city for five days.



Seen at a recent trade press conference in New York City on "The Naked Edge" promotion campaign and displaying examples of materials to be used on the suspense thriller are, left to right, Fred Goldberg, UA's executive director of advertising, publicity and exploitation; William J. Heineman, UA vice president; James R. Velde, the company's vice president in charge of domestic sales; and David Chasman, UA advertising manager.

NEW YORK—"The Naked Edge" living pressbook demonstrations, United Artists' dramatic sales promotion innovation, took place recently in New York and 11 other cities in the U.S. and Canada. How the flashing red light signalling the suspense theme of the campaign is effectively and dramatically adapted to all media was demonstrated to exhibitors in each of the cities.

In each of these key cities, UA sales and advertising, publicity and exploitation personnel took over a theatre for a part of the day and equipped the house with the entire "Naked Edge" campaign. To graphically demonstrate the use of all promotion materials on the local level, the actual marquees and lobby materials were installed in each theatre as though "The Naked Edge" were already playing; a "dummy" newspaper illustrating how "The Naked Edge" ads will actually look in print were distributed; the trailers, teaser trailer, radio and TV spots were presented in the theatres. The exhibitors saw for themselves how all materials dramatically feature the flashing red suspense light which signals the start of the final 13 minutes of the film, during which no patrons will be seated.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

THE NEW 1961
"Showman-of-the-Year"
CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.
At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

$300.00
IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.

TOWEL SERVICE

(Continued from page EX-229)

we called them on stage and after giving proper credit to the merchant, presented the brightly wrapped boxes to the ladies. I then asked them to show the audience what their "duplicate costume" was. You can imagine the reaction from the audience when they saw the towels.

On this stunt we received a nice story from the local newspaper as well as a mention on the local news program from WFOB, our local radio station.

Like many others, I got tired of the same old way the radio announcer mentions the theatre and what it was showing. So, I think I figured out a way of overcoming this. I thought it would get more attention if the announcer or disc jockey, depending on what time our regular spot was due, to stop whatever he was doing and say, "I have to make a phone call. Would you please excuse me—you may listen if you wish." He would then dial the theatre. I would answer saying, "Good afternoon or evening, State Theatre, here in Fostoria." The announcer will then ask "What is playing?" I then mention the titles of my features and a little about the picture itself. The announcer then asks, "What time do the doors open; and would you please tell me the starting times of the features." I in turn tell him; he thanks me for the information and I close the phone conversation with "Thank you for calling and we will see you here at the movies." I think this personal touch means much more than the other way.

Here in Fostoria, we are trying many ways to reach the movie-going public and I think this is one good way.



Robert Page, pirate and treasure expert, commissioned by Embassy Pictures to make a 17-city promotion tour in behalf of regional openings of Joseph E. Levine's MGM release, "Morgan, The Pirate." He will address social and civic organizations, schools, etc., and take part in department store and theatre lobby promotions.

NUMBER G23
Roof Sitter 'Saturday Night and Sunday Morning'
THEATRE: **Lyric**
ADDRESS: **Wellingborough, England.**
MANAGER: **Barry Stevens**

A stunt which really caught the imagination of newspapers was the one I pulled for "Saturday Night and Sunday Morning." I ran a competition with a prize of a tailor-made suit for a man who would spend Saturday Night on the roof of a small hut in the theatre parking lot. No less than 73 men entered the contest and in consequence we drew the name of the man to participate on the stage of the theatre after the screening of the trailer.

To my delight no less than 1000 people turned up to see the start of the ordeal and traffic was brought to a standstill. At 10.30 pm, the winner climbed up on the roof for his night on the tiles taking with him a table, sleeping bag, a ground sheet, plenty of sweaters to keep warm and a flask of hot coffee.

To his surprise he did drop off to sleep and at 8.30 am (Sunday morning, of course) he had to be shaken vigorously before he woke so that he could be given his breakfast. At 10.30 am he climbed down from his roost to be congratulated by me personally. At 11 am he was measured for his suit and at 8.30 pm on Saturday—the last night of the run—he was presented with his suit on the stage of the theatre.

3000 leaflets advertising the contest were issued. As a street stunt I had a man dressed as a tramp distribute the entry forms and carry a board announcing the win-a-suit contest.

NUMBER G24
Stressing Local Angle Helps
THEATRE: **Liberty,**
ADDRESS: **Toppenish, Wash.**
MANAGER: **Paul Laminack**

We recently showed MGM's "Ring Of Fire." This picture was filmed about 400 miles from here. However, not very many of the local residents knew of this.

To sell the picture we used besides our regular advertising, a large number of television spots, 2,000 heralds, etc., a very inexpensive piece of ad material which proved most effective in capitalizing on the 'local angle' of the film.

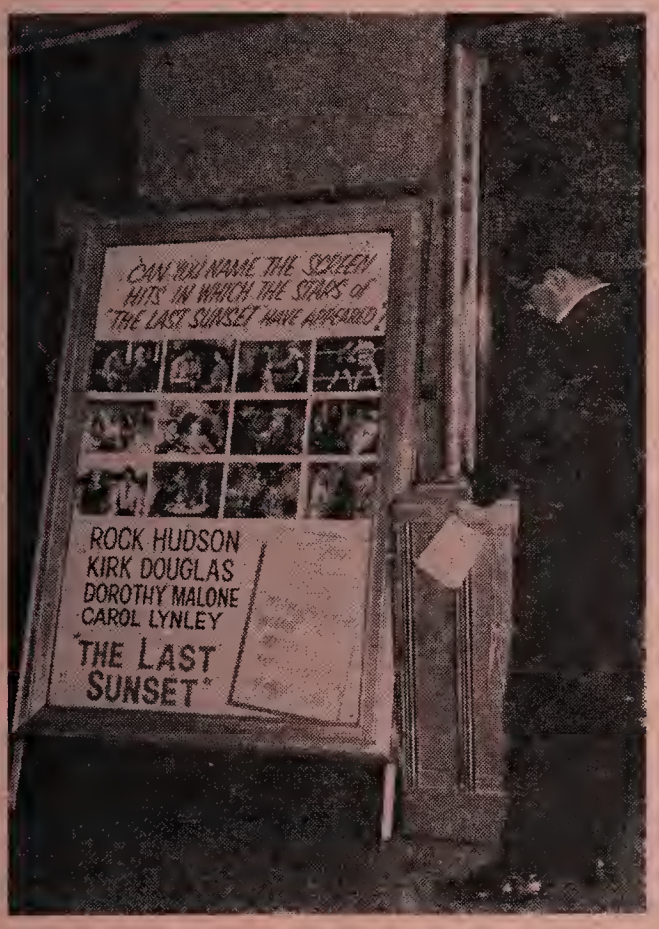
We obtained a few Washington State road maps and lettered them to read "Ring Of Fire Filmed In The Great Northwest" and then circled the two small towns of Shelton, Wash., and Vernonia, Oregon, the two towns near which the filming took place. These road maps drew more attention to the film than any other piece of material that we used. They can be obtained free at most any service station.

This stunt can be used anywhere that a film is made within a few hundred miles of a theatre.

We utilized one of the maps in making up a 40x60 which served good purpose in our lobby.



DISC JOCKEYS IN PERSON



CONTEST FOR PATRONS



WABC RADIO TRUCK IN FRONT OF RKO PALACE FOR BROADWAY OPENING

Lobby Broadcast Sells "Sunset"

AS PART of its local level promotional campaign for the opening of U-I's "The Last Sunset" recently the RKO Palace, New York City, featured a day-long series of events to create excitement around the lobby.

In a tie-up with New York radio station WABC, the station originated 11 hours of its programming from the lobby bringing stars to its microphones to be interviewed by the station's disc jockeys.

In addition, copies of the book, "The Last Sunset"; the record of "Pretty Little Girl In A Yellow Dress," theme song from the picture; souvenir photos of the stars; and perfume were given away.

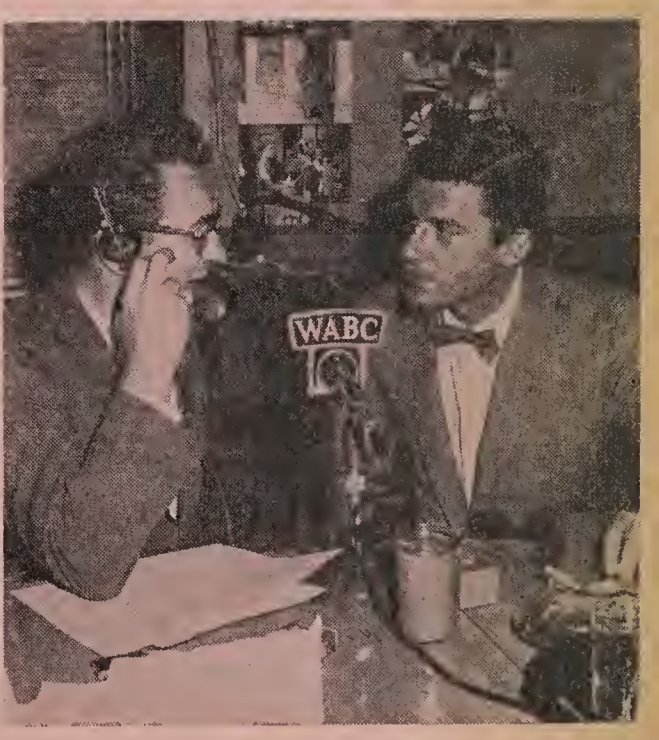
Shown is the WABC truck in front of the theatre at opening; a 40x60 announcing the appearance of the WABC D. J. stars and other lobby events in a salute to the picture; another 40x60 announcing a "Name the screen hits in which the stars of 'The Last Sunset' have appeared" contest; Orson Bean selecting a lucky star from a barrel to win a record, photo, book or perfume; patrons receiving some of the prizes; and WABC disc jockey Charlie Greer interviewing Roddy McDowall.



BARREL OF PRIZES



WINNER GETS GIVE-AWAY



LOBBY INTERVIEW

COMPANY ASSISTS

COLUMBIA's "Navarone" — Macy's — Mademoiselle fashion and merchandising promotion represents the most extensive pre-selling campaign ever designed in behalf of a motion picture and will reach an estimated 44 million people through window and in-store displays and local department store newspaper advertising. It marks the first time that such a major promotional campaign has been instituted at local points of sale a full two-months prior to actual release of a film. Upon release of "The Guns Of Navarone" the local merchandising programs with the participating stores will begin a "second stage" to coincide with the ad-publicity campaigns developed for the openings. The promotion includes 51 participating stores across the country while in the May issue of Mademoiselle an extensive editorial section has been devoted to the increasing lure and importance of modern Greece in international fashions and tourism. The theme of the film and its background colors, "Navarone Gold" was "Navarone Blue" run throughout the special 15-page advertising section. Columbia's field staff will play a key role in the execution of the promotion with their cooperation with the publicity and fashion directors of the retail establishments as well as with the local representatives of the Curtis Circulation Company, the national distributors of Mademoiselle.

UNIVERSAL has arranged with Decca and Columbia special promotional material on "Tammy Tell Me True," the theme song by Dorothy Squires from the picture of the same name, which has been recorded for Decca by Sandra Dee and by Percy Faith for Columbia as both a single and as part of the new Faith and his orchestra album featuring motion picture theme music.

MGM and Independent Grocers Association representing 5,000 independently-owned retail grocery stores in 47 states and Canada have joined in a promotion tieup for "Bachelor In Paradise." In the cooperation, which involves advertising in 3,000 daily and weekly newspapers, IGA member stores will distribute keys to a "Hope Chest" which will be located in theatres playing the film and people can try out their keys on the lock. Each winning family, husband, wife and as many children as they have, will be turned loose in an IGA store for a specified number of minutes and will get free everything they can load into shopping carts in that time.

20th CENTURY-FOX has planned the most elaborate and extensive national television campaign the company has ever devised for "Snow White and The Three Stooges." This will pre-sell the attraction in 200 markets on the ABC and NBC national TV networks in the U.S. and Canada and will reach an estimated 51 million unduplicated homes per week making close to one billion viewer impressions in the two countries. Thirty individual one-minute TV spots will run in the top rated shows on the networks, which statistically indicates that 79 per cent of the total population will view on the average of 4.9 of the picture's commercials prior to the opening playdates. The program of national video advertising is the first of its kind to be employed by a major film company and is modeled after the saturation methods used by the largest television advertisers. To complete the sell, the company's exchanges have been alerted and are prepared to implement the campaign on the local level by providing a series of eight TV trailers to be used in times adjacent to the national shows. The full circle of airwave promotion will be completed by a set of 12 radio spots, featuring Carol Heiss and the 3 Stooges, including songs from the film.



Thousands lined downtown Tucson, Ariz., streets to cheer the recent world premiere of Pathe America's "The Deadly Companions" which featured the personal appearance of the film's stars at the Tucson.

Tucson Movie–Mad For "Companions" Bow

TUCSON, ARIZ.—This city went completely Hollywood for the world premiere of "The Deadly Companions," first motion picture from Pathe-America Distributing Co., Inc., and loved every minute of it.

Between six and eight thousands lined Tucson's downtown streets to cheer Maureen O'Hara, Brian Keith, Steve Cochran and Chill Wills, the picture's co-stars. Other parade personages included Producer Charles B. FitzSimons, Governor Paul Fannin, Tucson Mayor Don Hummel and social prominents from all parts of the State.

Budd Rogers, president of Pathe-America, and James S. Burkett, vice-president of Pathe Laboratories, Inc., had as special industry guests Sheldon Smerling, president of National Theatres, and Ted Thedford, western head of the same organization.

Theatre circuit heads attending termed the event a completely successful sendoff for the company formed a year ago to finance, produce and distribute feature productions previously approved by a special committee of exhibitors operating theatres in all parts of the country.

The crowds, the packed bleachers which had been filled since 5 p.m., the Mounted Pima County Sheriff's Posse, the 50-piece Blue Devils Band and hundreds of socialites in western garb and mounted on beautiful western horses—all were a tribute to the carefully planned and executed exploitation campaign, the basis of which was enlisting the support and participation of the community.

The campaign reached its climax on the day of the premiere with Maureen O'Hara and Steve Cochran and Producer FitzSimons appearing on 19 television and radio programs.

During the preceding week the three tv stations conducted separate contests. The newspapers carried stories of preparations for the premiere and of such unprecedented affairs as the supper dance for the picture people sponsored by the Tucson Press Club. In addition the papers carried interviews conducted by long distance phone with each of the stars at their homes in Hollywood.

The night following the Tucson premiere another big show, featuring stars of "The Deadly Companions," was held in Phoenix in connection with the picture's opening there.

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CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 346 West 44th St., New York 36, N. Y.

BUSINESS OPPORTUNITIES

FOR RENT OR SALE: 24 fully equipped Brunswick lanes, well established operating business, choicest location . . . and . . . 50′ x 120′ steel and concrete theatre in Mission, B.C. "LaSALLE," 945 Granville Street, Vancouver, B.C., Canada.

DRIVE-IN THEATRE EQUIPMENT

DRIVE-IN EQUIPMENT, Time Payments. Rebuilt E-7 Projectors, Heavy Pedestals, RCA Soundheads, Lenses, Enarcs, Generator, new 200W Amplification all for $2995.00. S.O.S., 602 W. 52nd, New York 19.

FILM SLIDES

SLIDES for songs, coming attractions, special announcements. WHITLEY, 2123 Stanley, Fort Worth, Texas.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia 7, Pa.

NEW EQUIPMENT

SAVE WITH MASONITE MARQUEE LETTERS, fit Wagner, Adler, Bevelite. Black or red. 4″—40¢; 8″—60¢; 10″—75¢; 12″—$1.00; 14″—$1.50; 16″—$1.75; 17″—$2.00; 24″—$3.00 (10% discount 100 letters or over $60.00 list). S.O.S., 602 W. 52nd., New York 19.

THEATRE SEATING

SENSATIONAL SEATING SAVINGS! American, Heywood, Ideal chairs from $8.45. Send for Chair Bulletin. S.O.S., 602 W. 52nd, New York 19.

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 160 Hermitage Avenue, Nashville, Tennessee.

THEATRES WANTED

THEATRES REQUIRED. American, Canada (suitable first run). Several for rental. BOVILSKY, 34 Batson Street, Glasgow, Scotland.

WINDOW CARDS

WEEKLY THEATRE and DRIVE-IN CARDS, 100—14 x 22—$6.00. All colors. Other prices and sizes on request. 1,000 Passes printed FREE with your first week's order! WINN PRINTING, 5809 Woodland Avenue, Philadelphia 43, Pennsylvania.

NOW AVAILABLE!

"Pocket-Size" DATE BOOK starting July 2, 1961

70¢ per yearly set of sheets, without binder, including postage

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

LICENSED PROJECTIONIST, 25 years experience, also motion picture laboratory technician. Good ideas. Married, no children, live in N.Y.C. Would relocate in Florida or California with right party, only. **BOX B614, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

MOTION PICTURE PROJECTIONIST licensed in Virginia, experienced non-union operator desires full time steady position anywhere. References can be furnished. **LEE MOORE, 343 E. Washington St., Suffolk, Virginia. (621)**

SMALL MONTANA THEATRE needs couple to run it. Wages or may lease. Apartment and utilities furnished. Ideal situation for middle-aged, experienced couple. Give experience, details, etc. **BOX A621, c/a M. P. EXHIBITOR, 317 N. Braad St., Phila. 7, Pa.**

MATURE MAN, with 30 years experience in all phases of theatre operation—now available. Excellent references. **BOX A628, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

THEATRICAL PROMOTER—clean-cut, 21 to 35, free to travel. Name-attraction benefits. Resume and photo: **CIVIC CLUB CONCERTS, 507 Fifth Ave., New York 17, N. Y. (628)**

OFFICE MANAGER wanted for film distributor in Cleveland area. Please send background and all pertinent information in first letter. **BOX A614, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

PROJECTIONIST AVAILABLE: 29 years old, married, sober. 14 months experience. Willing to work anywhere. **JESSE BRYMER, 616 Childers St., Pulaski, Tennessee. (621)**

Address all correspondence to— ***The A-MAN Corner*** { Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa

Now!

While they last, Help YOURSELF to Experience at the special, reduced price of $4.00!

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100's of illustrations

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Philadelphia 7, Pa.

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(No. C.O.D.'s In Canada add 25¢ — Foreign 50¢)

(Q.) When SHOWMEN want to aquaint the public with the superiority of Motion Picture Entertainment... WHAT MEDIUM DO THEY USE?

(A.) TRAILERS ...of course!

MOTION PICTURE
DAILY

"Operation Big Screen," a new project in showmanship designed to acquaint the public with the superiority of the visual entertainment available only in motion picture theatres, was announced yesterday by Theatre Owners of America.

Albert M. Pickus, TOA president, said that the first of what he expects will soon be a monthly series of screen trailers citing the great advantage of big screen motion picture entertainment, will be offered, without charge, to all the nation's theatres in early May.

"We exhibitors," Pickus said, "have long felt that we have not been taking full advantage of our screens to emphasize that the huge picture, the sharp definitions, the magnificent color, and the superb stereophonic sound to be found in theatres, particularly on the big spectacle films, can never be equalled by any other media."

TRAILER BEST WAY

"After study and conversations with leaders in our industry, we concluded that a short trailer stressing the superiority of theatre presentation would be the simplest and most effective means of portraying this message. We believe that today's big quality pictures must be seen in a motion picture theatre for maximum entertainment value, and that by utilizing scenes from these major pictures, we could dramatically and concisely point this out.

"The trailer program will also emphasize to the public that they can obtain the greatest impact from new movies, by seeing them in the medium for which they were produced—namely—the motion picture theatre."

They're the Showman's most EFFECTIVE advertising medium... and most ECONOMICAL, too!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

EXHIBITOR

Plus...

SHOWMEN'S TRADE REVIEW

Founded in 1933 by
CHARLES E. "Chick" LEWIS

JULY 5, 1961

Volume 66 Number 5

IN TWO SECTIONS • THIS IS SECTION ONE



Phone Co. Submits Rates For Toll-TV

(See Page 6)

Mich. Town Fights For Its Theatre

(See Page 7)

Walter Mirisch, president, Screen Producers Guild, issued an invitation to representatives of the American Congress of Exhibitors and distributors to attend a Hollywood meeting on ways to improve the motion picture industry's image in the public eye. (See story on page 5)

The Censor's Best Friend . . . see editorial—page 3

"MISTY" IS ON THE MOVE!



"MISTY has shattered every gross pas
15 years, except 'The Ten Commandments.' We need onl
a few hundred more admissions before attendance recor
on that one is broken."

Newell Howard
Ulman Theatre Corporation
Salisbury, Md.

"MISTY opened at the Byrd Theatre
Richmond, in a driving rainstorm to tremendous business
In fact, the biggest opening day since 'The Robe' in
October, 1953."

Sam Bendheim, Jr.
Neighborhood Theatres
Richmond, Va.

20th's Perfect Picture for Summer Playdates!



43 Years of Service to the Theatre Industry

Founded in 1918. Published weekly by Jay Emonuel Publicotians, Incorporated. Publishing office: 317 Narth Brood Street, Philadelphio 7, Pennsylvonio. New York field office: 8 East 52nd Street, New Yark 22. West Coost field affice: Poul Manning, 454 S. Rexford Drive, Beverly Hills, Colif. Londan Bureau: Jock MocGregor, 16 Leinster Mews, Landan, W. 2, England. Joy Emanuel, publisher and general monager; Albert Erlick, editor; M. R. (Mrs. "Chick") Lewis, ossaciate editor; George Frees Nanamaker, feature editor; Mel Kanecoff, New York editor; Albert J. Mortin, advertising monoger; Mox Cades, business monoger. Subscriptions: $2 per year (50 issues); and autside af the United States, Canoda, ond Pan-American cauntries, $5 per year (5^ issues). Special rotes for two ond three years on opplication. Secand closs postoge poid at Philadelphia, Pennsylvania. Address all official communicotians to the Philadelphia publishing affice.

MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 5

JULY 5, 1961



THE CENSOR'S BEST FRIEND

Abbe Art GR 4-4049
60th & Cedar
(On 60th. 3 Blocks South of Spruce)
EXCLUSIVE PHILA. SHOWING
MATINEE TODAY 1:50 P. M.
LAST 3 DAYS
PATRICIA KARIM. the shapely new French scorcher, stars in one of the most talked about . . . most shocked about picture of our years. A daring study depicted by some of the most controversial scenes ever recorded on film. Completely UNCUT and UNCENSORED.
"HEAT AND THE SUMMER"
3:20, 6:00, 8:10, 11:15
BRIGITTE BARDOT stars in the original complete version 6 minutes longer than those previously shown. B.B. as you have never seen her.
"FEMALE AND THE FLESH"
2:05, 4:45, 7:25 & 10:10
NO CHILDREN UNDER 18 YEARS OF AGE
Next Att. "A Great Human Drama of Nudists"
"NAKED HOLIDAY"

Walton Art Chew & Chelten
GE 8-5569
FREE PARKING AIR CONDITIONED
EXCLUSIVE PHILA. ENGAGEMENT
LAST 5 DAYS
MATINEE TODAY 1.45 P. M.
AGNES LAURENT, "vintage example of French Siren." And Curvacious star of the "NUDE SET" REVEALS Her Charm and beauty in the wild escapades of unbridled youth. A direct and revealing approach to a controversial subject with scenes that never before have been presented on the screen in such an outright manner. Now after a long delay we present the UNCUT AND UNCENSORED Story of those uninhibited by convention.
THE TWILIGHT GIRLS
2.00, 4.00, 6.00, 8.00 10.00
POSITIVELY NO CHILDREN UNDER 18 YEARS
Coming Soon: "The Sins of Mona Kent"

HEALTHFULLY AIR-CONDITIONED
Art Overbrook 63rd & Haverford
GR 6-1225 Open 5:45
POSITIVELY ADULTS ONLY!
Jeanne Moreau—Sensational Star of "The Lovers" in the Spicy Uncut Version of the Girl Who Had Too Much Love for Any One Man.
"NO MORALS" 7:20 10:10
PLUS BRIGITTE BARDOT IN THE ORIGINAL REVEALING FILM
"GIRL IN THE BIKINI" 6:00 8:45

Art Holiday PI 3-0990
4200 Frankford Ave.
Air-Conditioned Church St. Stop of Elevated
EXCLUSIVE PHILA. ENGAGEMENT
LAST 6 DAYS
MATINEE TODAY 1:45 P. M.
AGNES LAURENT, "Vintage example of a French siren" and sensuous star of the "Nude Set" REVEALS her charm and beauty in the wild escapades of unbridled youth. A BARE, direct and revealing approach to an intimate subject with scenes that never before have been presented on the screen in such an outright manner. Now after a long delay we present the UNCUT and UNCENSORED story of those uninhibited by convention.
"The TWILIGHT GIRLS"
2:00, 4:00, 6:00, 8:00, 10:00
POSITIVELY NO CHILDREN UNDER 18 YEARS
Com. soon "THE SINS OF MONA KENT"

New Broadway ADULT Sho-Place
Front & York "El" Stop—GA 6-0550
HEALTHFULLY AIR CONDITIONED
1. Matinee Nudes
2. Rawhide Babes
3. Miss TNT
4. 'THE R-a-p-i-s-t'

WITH ALL the strife currently surrounding the subject of censorship, it is discouraging to see the same group of theatres that previously advertised a steady diet of sex-lust pictures "for adults only" going on as though the crisis affected every one but them.

Reproduced on this page are ads called to our attention by a subscriber who feels that such action on the part of a very few exhibitors casts a reflection over the entire industry. We have seen that there is little to be gained in trying to impress the public with the fact that the great majority of theatremen are serious, dedicated businessmen attempting to serve their industry and their community as best they can. We are judged as an industry, unfortunately, not by our best examples but by our worst.

Certainly, the question can rightfully be asked, "Who is actually sex-mad? The public or the few theatremen resorting to such a policy in their operation?"

Only when an aroused community calls in its law enforcement officials to take action against a theatre which continually flaunts such films does the exhibitor involved begin to worry. After he is arrested and tried, whether the court decision is in his favor or not, he has left the public feeling that the guilt must be shared by all theatremen. In harming himself, he harms also every legitimate operator trying to bring the best in entertainment to his patrons.

Currently going on in Washington is an investigation of TV programming aimed at the violence depicted in so many shows. There is little doubt that the legislators will turn their spotlight on motion pictures as well if the blatant concentration on sex on the part of certain misguided theatremen is not lessened.

The possibility of federal censorship or increased political control on the state and municipal level should be kept in mind. Films can grow up and present adult themes for adult audiences without resorting to smut in advertising or on the screen.

BETTER THAN COUNTING SHEEP

OVER THE YEARS, trade papers have carried countless stories on the results of distributor meetings on sales policies and product announcements. We often wondered just what thoughts the individual distributor carries away from such a meeting. Now we know, and we are going to share that knowledge with our readers.

A distributor now retired, in writing of his experiences, says one such meeting inspired a dream. Here is his sleepy-time view of the motion picture industry:

On percentage pictures playing preferred time, the exhibitor will send his check to the company for just what he feels the picture is worth. The price will be approved.

There will be no more producers' representatives to approve contracts.

Pictures that the exhibitor does not believe are suitable for preferred time in his area will automatically become available on flat terms.

A committee of three top flight executives will set the price of everyone's flat pictures. One will represent Allied, one TOA, and the other will be from the Teamsters Union to represent non-dues paying members of exhibitor organizations.

If a particular picture has not been advertised in the trade press, the exhibitor will not be expected to play it.

Checking will be optional with the exhibitor. Sargoy and Stein will be paid by exhibitors. Preferred time will also be optional.

There will be absolutely no bidding anywhere.

Short subjects will be supplied free.

Our friend admitted to himself that there were still some bugs to be ironed out, but confident that this new concept of the industry would please his exhibitor customers, he rolled over and went back to sleep.

A Trade Paper To Be Sold Must Be Wanted And Needed!

NEWS CAPSULES

Hope Dims To Save Fox From Wrecker

By MARK GIBBONS

SAN FRANCISCO—Last Friday (June 30) the doom was just about sealed for the Fox, second largest cinema citadel in the nation with its 4,760 seats. The city's bond screening committee overwhelmingly rejected a proposal that a $1,150,000 bond issue be placed on the coming November ballot which, if approved by the voters, would compel the city to purchase the Fox as a convention hall. Unless a last-minute move succeeds to garner 47,877 voter signatures to put the Fox deal on the ballot, the house built in 1929 may soon crumble under the ravages of iron ball and bulldozer crews to make way for a parking lot.

For more than a year the Fox people have been threatening to raze the baroque but venerable house because it has been losing money. Fox offered to sell the house to the city, but Mayor George Christopher was opposed to such a purpose. Irate San Franciscans, including such city fathers as City Property Director Philip Rezos and Chief Administrative Officer Sherman P. Duckel, supported a drive to put the proposition up to the voters. It is almost certain that the voters would have approved such a purpose. But the bond screening committee refused to countenance the bond issue and only an unexpected action by the Board of Supervisors could overrule the screening committee and put the issue on the ballot.

Parenthetically, all members of the bond screening committee were appointed by Mayor Christopher.

Continental Adds Two

NEW YORK—Richard Feinstein, formerly with MGM, has joined Continental Distributing, Inc.'s sales staff as assistant to Stanton Davis, division manager of the New England and upper New York state territory, with headquarters in Boston; and Harold Levy, previously with Allied Artists, has been appointed as assistant to Sheldon Tromberg, division manager of the east central territory, with headquarters in Washington, D.C., it was announced by Carl Peppercorn, vice-president in charge of sales for Continental.

S.C. Exhib Appeals Verdict

CHARLOTTE, N.C.—A $12,000 antitrust verdict obtained in U. S. District Court here recently against 13 major studios and film distributors has been appealed to the U.S. Fourth Circuit Court of Appeals.

Plaintiff in the action, the Carver, Rock Hill, S. C., which caters to Negro patrons, contended the companies violated antitrust laws by not furnishing it with current films and by charging high fees. It asked $1,000,000 damages.

Defendants in the action, which had been pending since 1952, are Paramount Pictures, 20th-Fox, Warner Brothers, Columbia Pictures, Universal, United Artists, and other studios and their distributing company subsidiaries.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JULY 3

Abe Montague Named Pioneer Of The Year

NEW YORK—Abe Montague, executive vice-president of Columbia Pictures, was named "Pioneer of the Year" at a meeting of the board of directors of the Motion Picture Pioneers.

Montague will be the guest of honor at the annual Pioneer dinner which will be held in the Waldorf-Astoria, Monday night, Nov. 20.

Montague is one of the outstanding personalities in the industry. His service record includes his work as president of the Will Rogers Hospital and his leadership in its growth and expansion program as one of the great healing centers of the country, and his pre-eminence in all-industry cooperation as one of the three co-chairmen directing the activities of COMPO.

Marvin Kirsch, vice-president, reported on the activities of the Foundation of the Motion Picture Pioneers which is the philanthropic division of the Pioneers.

The Foundation makes no detailed public report. Its aid is given to casualties of the industry, the needy, the sick, and also its members are active in finding work for the jobless. This relief is given without publicity and remains anonymous.

S. H. Fabian, president, presided. Also present at the meeting were William J. German, George F. Dembow, Charles Alicoate, Ned E. Depinet, William J. Heineman, John J. O'Connor, Eugene Picker, Martin Quigley, Sam Rinzler, Herman Robbins, Harry J. Takiff, and Arthur Israel.

Cinefield Plans Two

NEW YORK—Cinefield Productions Inc., organized by Paul Field, in association with Charles Steadman, has joined the ranks of independent film producers and has plans to make two films in New York City.

Field, television producer-director, will put "Dead On Monday" into production this summer, using the Wall Street area as its locale. The second film on the Cinefield schedule will be the science fiction novel, "Who."



John Murphy, executive vice-president, Loew's Theatres; Morris Lefko, in charge of the picture's sales; and Robert Mochrie, MGM's vice-president and general sales manager, are seen signing the contract for the world premiere of the film, "Kings Of Kings," to be held Oct. 11 at Loew's State, New York City.

FILM FAMILY ALBUM

Eben Robert Busby, 86, died. Some years ago he operated a string of midwest theatres.

Dr. Lee de Forest, 87, inventor and "the father of electronics" died at his Hollywood home. His inventions at the turn of the century led to the radio-television industries. He invented the "Audion" triode vaccum tube and sound motion pictures. He spent a lot of time and money fighting in court over patent rights and in 1936 filed a bankruptcy petition. He is said to have lost four fortunes in his lifetime but was more interested in science than money. His wife, former actress Marie Mosquini, was with him when he died.

G. Emerson Dickman, better known as "Emmy," a member of the 20th-Fox Buffalo sales staff for some 35 years, and who for several years had been operating the Palace, Hamburg, N. Y., died suddenly. A charter member of Tent Seven, Variety Club of Buffalo, he is survived by his wife, a son and a daughter.

W. Handley Gaddie, 77, former operator of the Gaines and Bell Theatres, Pinesville, Ky., died at Pineville Community Hospital. He was executive secretary of the Pineville Chamber of Commerce for many years. He is survived by his wife, a stepson, a stepdaughter, a niece, one grandchild and four great grandchildren.

Arthur Good, 49, film manager for RKO General, Inc., died of a heart attack. He was also TV film buyer for RKO General, and since 1957 manager of the domestic and international service department of the RKO Radio Pictures division. He joined RKO in 1947 and became manager of its 16mm department. Survivors include his wife, and two daughters.

David Hamil, veteran manager of the old Harris and Michael Todd Theatre, Chicago, died.

John G. Koletis, president, Independent Amusements, Inc., in the Rock Island, Ill., area, died.

Fred B. Swanson, retired theatre chain executive in Chicago, died.

Arch Reeve, 71, pioneer advertising-publicity man, died at St. Vincent's Hospital, Hollywood, following a heart attack. He retired in 1955 after being with Paramount and 20th-Fox.

Atlanta Censors Appeal

ATLANTA, GA.—The City of Atlanta's appeal of a court ruling which declared the city's censorship laws unconstitutional will be argued before the Georgia Supreme Court, Sept. 11.

Attorney Maurice Maloof, who represents two distributing companies in suits filed, said he was notified of the appeals date. In ruling the censorship laws unconstitutional, Fulton Superior Court Judge Luther Alverson also enjoined the city from interfering with the showing of "Room at the Top" and "Never on Sunday."

Judge Alverson said his ruling applied only to the two movies. The censor, Mrs. Christine Gilliam, has continued to operate.

Mirisch Issues All-Industry Call

Producer Invites ACE, Distribs To Hollywood Meet To Discuss Plans For Everyone's Welfare

HOLLYWOOD—Walter Mirisch, president, Screen Producers Guild, has invited representatives of ACE and of distribution to a meeting in Hollywood on July 19, to discuss activities and plans to benefit the industry.

Announcement of the invitation was made jointly by Eric Johnston, president, Motion Picture Association of America, and Emanuel Frisch, chairman, American Congress of Exhibitors.

The meeting in Hollywood follows a series of discussions in New York between representatives of ACE and of MPAA during the last few months. Participants in these meetings included a working committee from ACE and presidents and other top officials of distributing companies.

The discussions ranged over many aspects of the industry's relations with the public, but were concerned primarily with the image that the industry itself presented to the public.

At these New York meetings substantial progress was made in developing constructive programs.

ACE representatives felt that additional strides toward advancing the entire industry's welfare could be made by broadening the discussions to include studio heads, producers, writers, directors, who are primarily responsible for making motion pictures the greatest single medium of popular entertainment.

The Screen Producers Guild agreed and will act as host for the Hollywood meeting next month.

Frisch announced that ACE representatives at the Hollywood meeting would be Harry Arthur, Harry Brandt, Si Fabian, Marshall Fine, Bill Forman, Emanuel Frisch, Harry Mandel, Sid Markley, and Albert M. Pickus.

Goodman Heads Drive For Handicapped Workers

WASHINGTON—Bernard R. Goodman, vice-president of Warner Brothers Pictures Distributing Corporation, has been appointed chairman of a special motion picture committee of the President's committee on employment of the physically handicapped, it is announced by Maj. Gen. Melvin J. Maas, USMCR Ret., chairman of the President's Committee.

The function of the committee, General Maas said, "will be to obtain the continuing support of the motion picture industry in the cause of equality of opportunity for the handicapped."

D.C. Eyes Obscenity Bill

WASHINGTON, D.C.—A House District Subcommittee has approved a measure to tighten controls over obscenity, including motion pictures, in the District of Columbia. The bill would permit the authorities to confiscate certain property used in exhibiting a film found to be obscene and to close a theatre showing such a film for a year.

Allied Board To Meet At New Headquarters

MILWAUKEE—Chairman of the board of Allied States Ben Marcus has called the regular summer meeting of the board of directors for Aug. 17-18. It will be held in Detroit.

It will be the assembled board's first opportunity to inspect national headquarters since they were moved to the Motor City.

It is located in 1008 Fox Building, where the new Film Row is situated.

Michigan Allied will play host at the forthcoming meeting.

Among social events planned is a directors' dinner which will be held at the Standard Club. The agenda is in preparation.

Jimmy Fund Trailer Ready

BOSTON——Before leaving for Europe to complete a special assignment with "King of Kings," Hollywood's Ralph Wheelwright, with George Murphy, vice-president of Desilu Studios, produced a most appealing trailer featuring Pat O'Brien for the Jimmy Fund Drive which will be shown in more than 600 theatres throughout New England.

This is the ninth consecutive year that Wheelwright, a trustee of the Children's Cancer Research Foundation, has written and produced the trailer.

The Jimmy Fund Drive, which was founded and is sponsored by the Variety Club of New England, the motion picture industry, the Boston Red Sox, and the law enforcement agencies, raised $810,000 last year.

Trailers are now available and being distributed by National Screen Service in Boston.



The industry paid its annual visit to the Will Rogers Memorial Hospital, Saranac Lake, N.Y., and seen, top row, left to right, Harold Hoffman, executive secretary of Screen Actors Guild, presenting a check in support of the hospital to IATSE's Richard Walsh; around the table, Walsh, Murray Weiss, Ned Depinet, Bill German, Herman Robbins, Abe Montague, and Max A. Cohen; Norman, Herman, and Alan Robbins, with the hospital's chef; and, bottom row, left to right, Herman Robbins, Si Fabian, Abe Montague, Richard Walsh; one of the new buildings; George Jessel, who addressed the luncheon; and a board meeting, left to right, Ned Shugrue, Montague, Walsh, Max A. Cohen and Eugene Picker. Reports of greater fund raising, increased construction and research were heard.

Southwestern Bell Submits Tariff For Toll-TV Operation In Arkansas

LITTLE ROCK, ARK.—For the first time a telephone company in the United States has submitted a proposed tariff for the operation of a cable pay television system. The tariff was entered by Southwestern Bell Telephone Company, an affiliate of A. T. & T., at the resumed hearing before the Public Service Commission of Arkansas on the petition of Midwest Video, holder of a franchise from International Telemeter Company, requesting that the telephone company be ordered to provide cable facilities and set fair and reasonable rates for the operation of a wired pay-TV system in Little Rock.

The rates proposed by the telephone company are:

(1) Minimum charge, including 10 route miles of distributing facilities with amplifiers, channelizing and other equipment, $2,000 a month and a 10-year termination charge of $68,000.

(2) For each additional route mile or fraction thereof of distribution facilities, $28 a month and a 10-year termination charge of $885.

(3) Channel terminals or tap-offs, 35 cents a month for each one and an initial construction charge of $20 for each.

Warren E. Bray, vice-president and general manager of Southwestern Bell, said that on the basis of the proposed tariff his company was prepared to furnish the cable service for pay television if the PSC found the medium in the public interest.

He added, however, that the telephone company took no position with regard to whether pay TV should be offered in Little Rock or elsewhere. H. M. Duphorme, general inventory and costs engineer for Southwestern Bell, said the surety provisions of the tariff were designed to provide sufficient protection so that neither Southwestern Bell nor its telephone subscribers would have to bear the cost of the pay television cables if the system failed.

Earlier, Paul Leird, vice-president of Midwest Video, said his company was ready to post bonds or make other commitments to protect both Southwestern Bell and the public in the construction of a cable system of pay television in Little Rock.

The hearing was concluded on June 20. The Public Service Commission gave all participants an additional 10 days to file.

NSS Studies Complaints

NEW YORK—Burton Robbins pledged to "look into all complaints" by exhibitors against NSS, according to William Infald, chairman of an Allied Theatre Owners of New Jersey committee which met with the company head.

Other meetings with the company have been set by the committee, which also includes Sidney Stern, Wilbur Snaper and Louis Solcoff.

Complaints center on service and prices and the national problem will come up for discussion at the annual summer meeting Aug. 17-18 of Allied States Association of Motion Pictures Exhibitors in Detroit.

Wometco Buys Vending Firm

MIAMI — Wometco Enterprises, Inc., announced that it had purchased the business and assets of the L & H Vending Company, Orlando, through its subsidiary, Wometco Vending of Central Florida.

Allied Calendar For 1961 Reported By Milton London

DETROIT—1961 Calendar of events for the year was announced by Allied States headquarters here. According to executive director Milton H. London, the next six months hold in store:

Michigan Allied mid-state annual summer meeting at the Midland Country Club, Midland, Mich., July 20; New Jersey Allied annual convention, The Concord, Kiamesha Lake, N. Y., Aug. 3; Maryland Allied annual outing, Annapolis Country Club, Annapolis, Md., Aug. 8; National Allied summer board meeting, Sheraton-Cadillac Hotel, Detroit, Aug. 17-18; Wisconsin Allied annual convention, dates and details to be announced, to be held in September; Michigan Allied annual convention, Sheraton-Cadillac Hotel, Detroit, Sept. 25-26; Ohio Allied annual convention, Deshler-Hilton Hotel, Columbus, O., Oct. 25-26; National Allied annual board meeting, Eden Roc Hotel, Miami Beach, Fla., Dec. 2-3, followed by National Allied annual convention at the same place Dec. 4-7.

Labor Pacts Set In S.A.

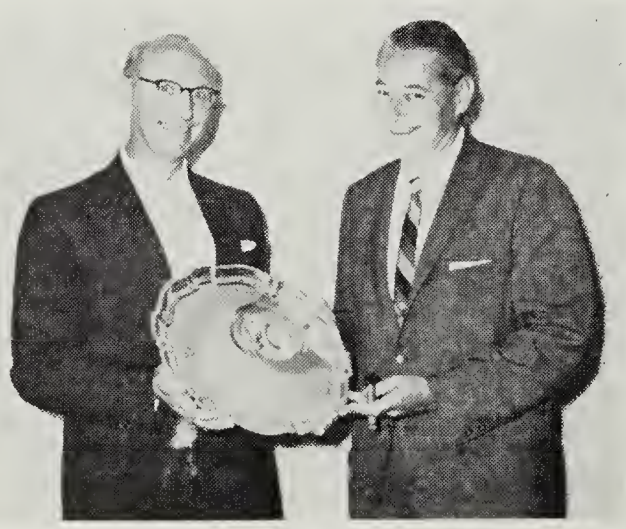
NEW YORK — Labor negotiations covering the next two years in the Republic of Colombia, South America, have just been completed by the Motion Picture Export Association of America labor committee, consisting of Edward Rosenkrantz of Warner Bros., Joseph Seely of MGM, and Robert Meyers of Columbia.

Currently, the committee is in negotiations with employee unions in Singapore and the Philippines. In Singapore, a committee of local managers is negotiating, while in the Philippines, MPEAA vice-president Irving Maas has been negotiating in behalf of the companies.

While labor negotiations are handled locally in most cases, guidance and direction come from the labor committee in New York.

Preliminary negotiations have just been started with the Mexican unions and shortly will be requiring the attention of the New York labor committee.

MPEAA member companies employ nearly 17,000 workers outside the United States.



Arnold M. Picker, United Artists executive vice-president, presents a sterling silver tray to Ron Michaels, UA's managing director for Australia and New England, commemorating the latter's 30th anniversary with UA.

Hyman Takes Upbeat Message Across U.S.

BUFFALO—"The Paramount theatres here are particularly fortunate in having an excellent lineup of outstanding screen attractions to inaugurate their summer entertainment season," declared Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres, as he visited Buffalo on a cross-country journey to preside at a conference of local AB-PT executives in the district offices in the Paramount building.

"Plans are being made to considerably broaden the scope of the campaign for an orderly distribution of quality product through an all-out gigantic drive by all three units of the motion picture industry, production, distribution, and exhibition-combining their efforts for the first time to increase theatre attendance and this bespeaks great things for the future," Hyman told those in attendance at the meeting here including Arthur Krolick, district manager, Buffalo and Rochester; Al Sicignano, home office booking department head; Francis Anderson, city manager, Rochester; Charles B. Taylor, director, advertising and publicity; Edward Miller, manager, Paramount, Buffalo; and Ben Dargush, manager, Center.

This new attendance building theme is the most ambitious program that Hyman has undertaken in the five years in which he has spearheaded the campaign for orderly distribution, but he feels that the time is ripe and the rewards will justify the effort.

Hyman told the conferees that he has contacted exhibitors throughout the United States and Canada asking that they get together with all other exhibitors in their respective areas and formulate what they collectively think would be the best plan, locally, for a concerted drive to increase attendance.

He has also written to the sales managers of all the distribution companies asking for their thoughts and ideas for similar drives, and, as for production, Hyman feels that its contribution will be the quality pictures produced and made available in an orderly fashion.

It is Hyman's hope, he told those gathered at the local meeting, that he can generate an enthusiastic interest in this plan and compile all of the ideas submitted in a special brochure for nation-wide theatre distribution. With such a compilation, all any area need to is to pick out the plan it feels most suitable locally.

"I am certain that 1961 will be the best in the last six years for the motion picture industry," he said, and explained his optimism by pointing out that in his survey of some 10 west coast studios and what he has seen of many completed pictures, as well as from his discussions with top studio personnel, a peak period is ahead.

Movies, Strikes And Spares

BOSTON—An additional 40 lanes has been added to General Drive-In Corporation's bowling program with the completion of another greater Boston center, bringing the company's total to 152 lanes currently in operation in the New York and New England areas. Philip Smith, president, said he anticipated the company would have 268 lanes in operation by the end of the year.

The bowling and theatre company is engaged in a 500 lane bowling center program as well as an expansion, in shopping center locations, of its theatre operation.

Mrs. Keller Named WOMPI Unit Prexy

JACKSONVILLE — Mrs. Sarah Keller, comely, redhaired United Artists booker, became president of the local Women of the Motion Picture Industry at the seventh annual banquet and installation of officers held here the night of June 23 at the waterfront Lobster House.

Other new officers seated at the banquet were Mrs. Anne Dillon, Florida State Theatres, first vice-president; Mrs. Edna Nofal, Lake Forest Drive-In, second vice-president; Mrs. Norma McCormack, United Artists, corresponding secretary; Mrs. Betty Arnold, FST, recording secretary; and Mrs. Mamie Newman, Columbia, treasurer.

Named to two-year terms on the board of directors were Mrs. Ida Belle Levey, United Artists; Mrs. June Faircloth, Lake Forest Drive-In; and Mrs. Mary Hart, FST. Board members elected to one-year terms were Mrs. Philomena Eckert, Columbia, the outgoing president; Miss Joyce Malmborg, Allied Artists; Mrs. Iva Lowe, Empress Theatre; and Mrs. Dorothy Zeitlinger, FST.

More than 100 WOMPI members, husbands, and invited guests attended the annual affair, which began with an informal cocktail hour. Highly successful as toastmaster was Wil Ruth, Prudential Life Insurance Co. official who is a noted southern raconteur. Installing officer was Mrs. William Koski. The guest speaker, Mrs. Waldo Norris, television personality of station WJXT, lauded WOMPI for its able representation of the motion picture industry in community affairs and for its many philanthropic contributions in the areas of donated funds and personal services. Among the honored guests at the banquet were John Tomlinson, Warner Bros. manager; Douglas Walker, Columbia; Joe Thrift, Howco Film Exchange; Robert Heekin, Thomas Sawyer, and John Harlan, all of FST; and "Buck" Robuck, United Artists salesman, who was described by toastmaster Ruth as the "godfather" of the WOMPI organization in Florida.

June Faircloth was presented with the new Mary Hart Trophy on behalf of "the oddballs" for establishing an attendance record at WOMPI meetings during the past year.

Exhib Wins "Open" Sunday

WHITEVILLE, N. C.—The City Council here has voted to allow Sunday movies to be exhibited at all hours instead of on a limited basis, as in the past.

The action was taken at the request of Charles Glisson, manager, Columbus, a member of the Stewart Everett chain, who asked the council to rescind an ordinance which allowed him to operate on Sunday only on a part-time basis.

Glisson explained that Hollywood now is making longer motion pictures and this is causing him trouble in staying within the allotted time. He pointed out that a new bowling alley at Whiteville is allowed to operated unlimited time on Sunday, and the Council agreed that it would be only fair to allow motion picture houses to have the same privilege.

Md. Drive-In Sold

CAMBRIDGE, MD.—Harold deGraw has sold his 450-car Super 50 Drive-In here to L & D Theatres, Inc., Dorchester, Mass., which is headed by Albert Lourie and Albert Daytz, and the new owners have taken possession.

Alma, Mich., Citizens Sell Tickets To Insure Rebuilding Of Only Theatre

ALMA, MICH.—Recently, this town saw the inauguration of the unusual spectacle of the Alma Lions, Kiwanis, Rotary, Civitan, and Professional Women's Clubs, plus the Junior Chamber of Commerce and the Chamber of Commerce joining hands in a civic drive to put over an advance sale of 52,000 tickets of admission to a commercial motion picture theatre.

The beginning of the story of this cooperation might be last fall when Alma's only theatre, the 1,000-seat Strand owned by Mrs. Dolores Cassidy of Midland, Mich., burned down. Now, property and gutted building have been sold to A. Carl Schmidt, a contractor of Hillsdale, Mich.

Schmidt has also been an exhibitor for the past 12 years, operating the Hudson, Hudson, Mich., and the Hillsdale, Hillsdale. Recently, he converted the latter to a supermarket, leaving him with complete modern theatre equipment on his hands.

He made the proposal that if 1,000 season tickets were sold at $25 each, he would proceed immediately to clear the rubble, salvaging any walls or foundation engineers deemed feasible, and then erect a new auditorium somewhat smaller than the former Strand. Clearing of the rubble began with the advance sale, and it remains to be seen if a theatre or other facility will be constructed.

In addition to assisting in the sale of tickets, the Chamber of Commerce will hold all monies received in escrow. If the drive succeeds, funds will be turned over to Schmidt, otherwise returned to would-be purchasers.

Contemplated policy is 52 shows per year, at 80 cents per seat, so the saving to adult ticket holders who wish to avail themselves to the full is $16.60 annually.

With an advance sale of $25,000. this, a college town, can virtually insure prosperity for at least the first year.

Clark Theatre Service of Detroit would buy and book for the proposed house.

$1,000,000 Billings Record For Col.'s World Week

NEW YORK—Mo Rothman, executive vice-president of Columbia Pictures International, revealed that total billings for "Columbia On the World Screen Week," June 9-15, exceeded $1,000,000, more than doubling last year's billings for a similar week. The record-setting overseas sales drive also chalked up over 30,000 bookings for the seven-day period which is another all-time overseas high.

The overseas drive, which was directed from the home office by co-captains Stanley F. Schneider and A. Frederic Greenberg of the International company, was divided into three separate groups comprising 42 of Columbia's foreign territories. Group I, consisting of the largest overseas territories, was led by Japan. Medium-size territories under the Group II heading were led by Lebanon, while Group III, the smallest foreign territories, was led by Thailand.

Ill. Exhibs Name Officers

ROCHELLE, ILL.—The United Theatre Owners of Illinois has reelected all officers and directors of the organization for another year. Mike Pullin is president; John Kontos, executive vice-president; Robert Danico, secretary; James Toal, treasurer; and Dave Jones, public relations.

George Kerasotes is chairman of the board, and members of the board are Robert Danico, Emil Carpenter, Ralph Lawler, Howard Linroth, Oscar Granquist, Russel Lamb, M. E. Simmons, Frank Stewart, John Russell, Hank Rhyan, Joseph Sikes, and Joe Emma.

Kansas Bans "Saturday"

NEW YORK—It was announced by Continental Distributing Company that every effort will be made to have the Kansas State Board of Censors reverse the ban they have placed on the showing of "Saturday Night and Sunday Morning."

The censors labelled the picture "obscene in both theme and dialogue under the regulations of the board."



Gia Scala and James Darren, co-stars, Columbia's "The Guns Of Navarone," examine one of the winning entries in the drawing to select two newspapermen to attend the Royal Command world premiere of the film in London.

Lipow Joins Pathe

CLEVELAND—Budd Rogers, president of Pathe-America Distributing Co., Inc., announced appointment of Jerry Lipow as central district division manager. Lipow, who will headquarter in Cleveland, will be in charge of that area and also Cincinnati, Indianapolis, Detroit, Memphis, and St. Louis.

Pathe-America's Cleveland office is at Film Exchange Building, 2108 Payne Avenue. Lipow formerly was with United Artists, Paramount, and MGM, and at one time was with Universal-International in Panama.

Chicago officers were opened at 1325 S. Wabash Ave. by midwest division sales manager George Lefko.

Charity Bow For "Assisi"

NEW YORK—The Third Order of Saint Francis, an international order of lay persons dedicated to the spirit of the Patron Saint of the Poor, will benefit from the east coast charity premiere of 20th-Fox's "Francis of Assisi." The festive affair will be held late this month at the Rivoli.

Proceeds from the benefit opening will be allocated for the Order's foreign missions, operated by Capuchin Franciscan Friars throughout the world.



The NEW YORK Scene

By Mel Konecoff

SOMETHING NEW has been added to that fine entertainment industry institution, Will Rogers Hospital and Research Laboratories—three buildings presently being constructed which are intended to expand patient treatment and research.

A good-sized contingent representing exhibition, distribution, and labor made the annual inspection visit last week, and newcomers as usual were impressed with "their" hospital while repeat visitors took pride in the continued care of patients and of the institution, as well as in the research program that was continually making strides.

The board of directors meeting saw all officers reelected including A. Montague, president; Richard Walsh, chairman of the board; Max A. Cohen, secretary; S. H. Fabian, treasurer; Sam Rosen, assistant treasurer; and as vice-presidents, Harry Brandt, Ned Depinet, William German, Robert Mochrie, Herman Robbins, Fred Schwartz, Joseph R. Vogel, and Murray Weiss.

Elected to the board were Harry Mandel, Ted Solomon, Jerry Pickman, Marshall Fine, Emanuel Frisch, Joseph E. Levine, Phil Smith, Sheldon Smerling, Laurence Tisch, Preston R. Tisch, and Charles Boasberg.

The assemblage heard the medical staff and advisers report on the condition of the hospital and patients and also on the possibility of an expanded program of research to be conducted during the summer when top scientists and promising internes will gather to work together in the laboratories.

They heard and saw the buildings under construction dedicated via a special radio broadcast featuring the local mayor and exhibitor Tony Anderson, Montague and Walsh, and George Jessel.

The luncheon at the hospital featured greetings and best wishes from a number of people, and it was there that Ray Schmertz, Fox branch manager at Cleveland, received a gold statuette as "Will Rogers Man-of-the-Year" for his special money-raising efforts. The staff was lauded and Jessel dedicated a plaque in honor of his late friend, William Morris, of the agency bearing his name. Harold Hoffman presented Walsh with a check from AGVA, with a donation from the Screen Actors Guild to follow.

Exhibitors were urged to make their collections on behalf of the hospital when they play bigger pictures so that longer holdovers will mean more money. Theatres, which pledge to collect, should be properly organized to make the best possible physical collections using WOMPI, where feasible, ladies' clubs, volunteer firemen, Boy or Girl Scouts, etc. Midnight shows should be utilized since most company sales managers will authorize pictures for these.

Other suggestions were that Will Rogers be declared the only nationally authorized collection to be made in theatres; also, that a ladies auxiliary be established in the larger cities enrolling the wives of theatremen, distributors, etc. Full use should be made of the excellent trailer narrated by Rock Hudson in which he also appears, which shows the hospital and its workings and is available from National Screen Service.

A 12-minute tape is available for playing in exchanges to mark the start of the drive. Collections were urged during the summer, with the Christmas Salute within the industry to start at Thanksgiving.

Special efforts should be made to collect at houses playing single features where there is no captive audience waiting for the second feature.

A standing vote of thanks was tendered Herman Robbins and his sons, Burton, Norman, and Alan, for their wonderful hospitality at the Edgewater Motel on Schroon Lake.

(Earlier reports on finances, etc., are to be found in last week's issue of the magazine.)

DUBBING NOTE: An invention which may make the life of the foreign film and its distributor easier was demonstrated last week at the Magno Sound Studios here, and press and film people were impressed with the gadget, Instant Sync, aimed at eliminating the present slow and expensive procedure used in post-synchronization and dubbing. At the demonstration, a five-minute segment of a feature film made abroad was post-synchronized with new voices in approximately 10 minutes as compared with the approximately one full day of work it would have required under the methods practiced in the industry now.

Savings in time charges, studio rentals, and holding over expensive cast for dubbing are eliminated to a great extent by the invention, which was demonstrated by Jean Lenauer and Myer P. Beck, president and vice-president, respectively, of Lenbeck, Inc., owners of the invention. Instant Sync does away with the present method of lopping, which has segments of the film projected over and over again until the actor succeeds in replacing the original sound track or foreign language.

A MATTER OF VARIETY: Over 200 hundred Variety barkers and barkerettes were in attendance at the last meeting of the season at the Hotel Astor last week when chief barker Charles Alicoate reported that club rooms may be ready for occupancy by the fall. . . . that Yonkers Raceway Night will be held on Sept. 6 with the proceeds going to the Bill Corum Fund for handicapped children. . . . that tickets would be available for the opening game of the New York Titans football team on Sept. 24. . . . that the drawing of the raffle, funds from which would go to the American Guild of Variety Artists rehabilitation fund, was postponed until the Fall to permit more time for ticket selling. . . . that the New York Tent has put in a bid to host the annual Variety International Convention in 1964 when the World's Fair will take place in this city.

Pat Steen, head of the women's barkerettes of the Tent, reported on the progress being made by the women's auxiliary and also announced that the unit would sponsor a "Las Vegas Night" next St. Valentine's Day.

Entertainment was provided by Joey Adams, Charlie Manna, Red Buttons, Al Kelly, and Jo Ann Campbell. Robert K. Shapiro was luncheon chairman.

'Tammy' Reaps Benefit Of U-I Co-op Program

NEW YORK — Universal-International's "Tammy Tell Me True," the Ross Hunter Production in Eastman Color starring Sandra Dee and John Gavin, will be given a Pittsburgh territorial saturation playoff as a Marcus Plan promotion starting at the Fulton Theatre in Pittsburgh on July 19 with more than 70 theatres in the territory expected to participate.

"Tammy Tell Me True" will have its world premiere at the Joy, New Orleans, on Wednesday, July 12, followed by openings along the Mississippi River.

The territorial saturation promotional plans being developed by Universal with Marcus Plan representatives will be patterned on the successful campaign developed jointly last February on "The Great Impostor" which saw the picture roll up record grosses.

U-I will send a special task force of field exploitation representatives into Pittsburgh and the territory to work with Marcus Plan representatives and local exhibitors participating in the territorial saturation series of openings.

A similar cooperative plan was also discussed with Philadelphia exhibitors at which U-I executives Phil Gerard and Joseph Rosen outlined merchandising ideas for the saturation opening in that area.

U-I fieldmen assigned for the "Tammy" break will supplement extensive radio, TV, and newspaper advertising arranged for the cooperative plan to assure maximum penetration for the sales message that will back an initial wave of 40 playdates, with as many more to follow.

Gerard discussed many of the merchandising aids available from the company and called attention to the success of the plan in the Pittsburgh and New England territories where "The Great Impostor" did so well.

B & K Adds Two Admen

CHICAGO—Gearing for greater showmanship, Edward Seguin, director of advertising and publicity for the Balaban and Katz Theatres here, has announced the addition of two men in his department.

Dick Schack, assistant to Everett Seibel of Minnesota Amusement Company, Minneapolis, for the past six years, transferred to Seguin's staff, as did Bob Carpenter, veteran broadcaster and radio news writer.

Md. Unit Reelects Broumas

OCEAN CITY, MD.—John G. Broumas was reelected president of Maryland Theatre Owners Association at the Theatre Owners of America associate's annual convention here.

George A. Brehm was reelected first vice-president and Douglas W. Connellee named to the post of second vice-president, James Reilly was named secretary; Sam Mellits, treasurer; and George Browning, executive secretary.

Fleming Thrillers To UA

NEW YORK—United Artists has concluded a production deal with producers Cubby Broccoli and Harry Saltzman calling for the financing and distribution of a series of motion pictures, it was announced by Arthur B. Krim, president. The films, all of which will be based on best-selling novels by Ian Fleming, will be co-produced by Broccoli and Saltzman under the banner of Lowndes Productions, Inc.

Split-Screen TV Talks To Sell WB Features

NEW YORK—More than 100 key cities throughout the United States and Canada will be involved in the first motion picture industry promotional use of split-screen television interviews, according to Richard Lederer, Warner Bros. national director of advertising and publicity.

Lederer spoke to representatives of the trade press at a demonstration of the new selling technique, which is being used for the first time on "Parrish," the Warner Bros. film starring Troy Donahue, Claudette Colbert, Karl Malden, Dean Jagger, Connie Stevens, Diane McBain, and Sharon Hugueny.

Donahue, who plays the title role in the Technicolor film, and the three young actresses who are seen opposite him, Miss Stevens, Miss McBain, and Miss Hugueny, appear in the initial split-screen TV interviews.

Trade press representatives saw all four interview films on a large projection-room screen, and also witnessed the first showing in the New York metropolitan area on Joe Franklin's Memory Lane television program on ABC-TV (Channel 7). Franklin "interviewed" Miss Stevens.

The split-screen interview film is to television what the open-end interview record is to radio, Lederer explained, noting that he expected to use the new technique on the forthcoming "Splendor in the Grass" and other suitable Warner Bros. releases.

In the split-screen technique, the star being interviewed is filmed in a frame-size that is proportioned to one-half the normal TV screen. The interviewer appears "live" on one-half the screen while interviewee fills the other half on film.

Schwartz To Join MGM

NEW YORK—Fred J. Schwartz will join Metro-Goldwyn-Mayer, Inc., in an executive capacity, it was announced by president Joseph R. Vogel. He will be associated with Robert Mochrie, vice-president in charge of domestic sales, and Morton A. Spring, president of MGM International, in the handling of special distribution projects, particularly with productions made overseas for MGM release in this country and abroad.

Widely known in both distribution and exhibition, Schwartz will join MGM Sept. 1.

Fox Liaison Meetings Boosts Product To Exhibs

NEW YORK—As part of an overall national sales plan designed to further acquaint the country's exhibitors with 20th Centry-Fox's line-up of summer product, general sales manager Glenn Norris and assistant general sales manager Martin Moskowitz completed meetings with exhibition leaders and local sales staffs in New Orleans, St. Louis, Chicago, Minneapolis, and Milwaukee.

Toplining distribution-exhibition meetings in each city were the sales and promotional plans for the summer release schedule, including "Francis of Assisi," "Snow White And The Three Stooges," "Voyage To The Bottom Of The Sea," "The Hustler," and "The Innocents."

The five key city conferences are part of a schedule of national meetings set up by Norris and his sales department to further develop a national-local level liason between distribution and exhibition.

LONDON Observations

by Jock MacGregor



TWO MEN with just about the most unenviable jobs in the industry are the National Film Finance Corporation's John Terry and Neville Breeze. No matter what decisions they make, they upset somebody. To them go the producers with projects, and they have to decide which should be supported with loans and which must be rejected. Every request is carefully studied. The sponsor's record, the budget and suggested schedule, the subject, proposed distribution, casting, and overall potential are fully analysed. If they reject the movie, the producer is indignant, and if they accept it, the gossip around the bars is that they must be crazzy. But that is only the start. They supervise their loans closely, visiting the studios regularly checking accounts, ever watchful for budgets and schedules being maintained, and stamping hard on any sign of extravagance.

For the first time in four years, John Terry has been able to report a profit on the year's trading of $51,639 for the year ending March 31. This he accredited to the good judgment of the borrowers and the fact film producers were satisfying the interests of the public. Though British production had remained constant, NFFC had backed only 30 features — the lowest ever—revealing that the industry itself and private financiers were finding the money without their help.

NFFC has in the past been criticised for not being sufficiently imaginative in encouraging new talent and offbeat subjects. In the annual report, John Terry answers this challenge tersely—"The corporation cannot be bolder than the projects submitted to it, and when these are of an experimental but promising kind or provide opportunities for new producers, directors, or artists, the corporation helps to the maximum of its ability." The report continues that generally in such cases part of the finance must be provided from other sources, but if the cash involved is modest and project of special merit and significance with reasonable commercial prospects, the exception may be made. "The Entertainer," "Saturday Night Sunday Morning," and "The Kitchen" were backed under these terms.

SETTING UP headquarters in Wardour Street is George H. Ornstein as head of production for UA in Europe. Better known as "Budd," he and I met first some years ago at the Venice Film Festival when he was watching UA's interests in Italy. More recently, he has been working in Madrid. UA now has a very big stake in European film production. Meanwhile, the welcome home mats are out around the corner in Soho Square for the return of Bob Goldstein as chief of 20th-Fox's interests here. . . . "Flame in the Streets" is one of the most provocative films ever made here. Directed by Roy Baker for Rank, it tells of the growing color bar situation in London and pulls no punches. It is the story of a trade union official who fights color prejudice in the factory but puts forward a very different front when he finds that his only daughter is to marry a Jamaican. John Mills stars in what looks like the big successor to "Sapphire." It is in CinemaScope and color. . . . Alex Sterling's new club, "The Village," in Chelsea restricts membership to show people, models, and newspapermen and promises good company, good food, and good service at the lowest prices. It should be a wow. Overheard at the opening party—a languid voice (just male), "My agent just can't get film people interested in me . . . it's a terrible bore." I have a different view. . . . The TV and Screenwriters Association, now nearly a thousand strong, chartered a river steamer for its midsummer night outing —a trip down the Thames—and had nearly 1500 stars, producers, newspapermen, and members aboard. Fashion note—there were no dress instructions with the result that people wore everything from white tuxedos and flowing evening gowns to jeans and beatnik outfits. I favored the British standby—the lounge suit. . . . Richard Todd is madly rushing around the country for personal appearances in connection with his own independent production for Associated British, "Don't Bother to Knock," which is precisely what the critics did bother to do. . . . "Guns of Navarone" has moved over to the Columbia for an indefinite hard ticket season following its phenomenal success at the Odeon. It is doing wonderfully in the provinces on a road show basis. . . . The popular BBC Sunday program, "Movie-Go-Round," has been extended to one hour. . . . The call is BINGO in more and more theatres.

Kohn Join "Cid" Staff

NEW YORK—Howard E. Kohn II has been named national advertising and publicity coordinator for Samuel Bronston's "El Cid," which Allied Artists will distribute throughout the Western Hemisphere, it was announced by Sanford Abrahams, Allied's director of advertising and publicity.

Kohn, an industry veteran, recently resigned from Columbia Pictures where he served as world-wide advertising and publicity coordinator on both "Porgy and Bess" and "Pepe."

WB Dividend Declared

NEW YORK—The board of directors of Warner Bros. Pictures, Inc., declared a dividend of 30 cents per share on the company's common stock, payable Aug. 4 to stockholders of record July 14.

IFD Package Available

NEW YORK—A package of 20 new Hollywood films has just been made available for overseas distributors, it is announced by Joseph Wohl, president of International Film Distributors, Inc.

The package includes 14 films distributed domestically by Roger Corman's Filmgroup, as well as—for the first time in theatrical release—"The Pied Piper of Hamelin," starring Van Johnson, Claude Rains, Lori Nelson, and Jim Backus. IFD also will handle all upcoming Filmgroup releases, effective immediately.

Code Fees Increased

NEW YORK—An increase of 20 per cent in the fees for the services of the Production Code Administration has been unanimously approved by the board of directors of the Motion Picture Association of America. The new schedule goes into effect July 10.



CANADIAN Highlights

By Harry Allen, Jr.

A FULL ADVERTISING campaign preeeded the opening of 80 theatres in Toronto and Oshawa on Sunday, July 2. The theatre circuits and projectionists signed an agreement permitting the opening of the theatres after a two month hassle. The question of Sunday work, for which the projectionists sought double overtime, resulted in arbitration proceedings. Three days before the hearing, the arrival of Richard Walsh, International president, IATSE, resulted in the two sides sitting down for serious discussions and an agreement approved by the membership. The new contract is for two years plus an additional two months, which represents the unexpired portion of the previous contract. Theatres will experiment with a 10-hour schedule, and depending on the result of business will then decide whether to operate a full-day schedule or just a half-day schedule. One dark spot in the campaign was the fact that the Saturday preceding the Sunday was a holiday, and evening newspapers didn't publish. Theatre circuit heads are optimistic that by fall they will have the population acquainted with the fact that there are Sunday films in Ontario—AT LAST.

ALTHOUGH 48 countries were approached for the Stratford Film Festival, John Hayes, director, announced that only five feature films have been entered for the affair, to be held at Stratford, Ont., Aug. 21 to Sept. 2. During the two-week run of the Festival, showings will be twice a day at 2:30 p.m. and 8:30 p.m. Films submitted include "Romeo, Juliette et les Tenebres" (Czechoslovakia); "Les Jeux de l' Amour" (France); "Be Good Till Death" (Hungary); "The Missing Pencil" (Yugoslavia); "A Matter of Dignity" (Greece).

TWO WELL-KNOWN members of the Canadian motion picture industry, Herman H. McArthur, Saint John, N. B., and Ernest Marshall, North Battleford, Sask, died recently. McArthur, who was RKO's Maritime branch manager for many years, was 71. He died after an illness of six months in the Saint John General Hospital. The Maritime Division of the Canadian Picture Pioneers honored him at its Pioneer of the Year some years ago. Marshall, Famous Players' partner and operator of the Capitol, North Battleford, which his son Clary has managed since his retiremen some years ago, died in Vancouver. McArhur, who entered the industry in 1909, leaves his wife, two sons and a daughter.

REEL CLIPS: Northwest Theatres, Ltd., has opened its $75,000 Wantage Road Drive-In, Prince Rupert, B.C., and David R. Gibson has started operations at his Stardust Drive-In, Morden, Man. Both are able to accommodate 200 cars and each situation is the first in its respective area. . . . Bill Munro is supervisor of booking and traffic at Screen Gems, Toronto. . . . Dundas Television Systems, Ltd., has been incorporated in Ontario to operate radio and TV stations. . . . Harry (Hersh) Heller, 80, Montreal cinema executive who retired seven years ago, died. . . . Producer Walter Seltzer, on a six-city tour for UA's "The Naked Edge," met with press, radio and TV people at a luncheon in Toronto. . . . Passing of R. E. Knevels, Windsor theatre manager for many years, brought an editorial tribute in the Windsor Star, which noted, "He enjoyed the repect of everyone associated with the heatre" and concluded, "He has gone on, leaving behind cherished memories of a man who knew only friendship and the helping hand." Born in Indiana, the late Mr. Knevels came to Canada 40 years ago and worked in many Canadian cities for Famous Players before going to the Capitol in 1935.

Production Activity Up At Republic Studio

LOS ANGELES—Motion picture feature production activity on the North Hollywood lot of Republic Studios has reached an all-time high with work now in progress on about a dozen feature films, it was announced by Daniel J. Bloomberg, vice-president and general manager.

Along with the sharp upturn in feature production at Republic, television work is also continuing very active, Bloomberg noted. Republic expects its studio facilities to be operating at peak capacity during the coming season, Bloomberg said. During the past year, these facilities have been expanded with the building of a new sound stage and purchase of additional lighting, grip, camera and sound equipment, he added.

Among those feature films now in various stages of production at Republic Studios are "Married Too Young," Headliner Productions, Inc.; "A Public Affair," Girard Lewis Productions; "San Angelo," Pen-Gem Productions; "The Case of Patty Smith," Impact Productions, Ltd.; "The Nun and the Sergeant," Eastern Films; "Purple is the Color," Mark VII; "Tom Sawyer's Treasure," Banner Productions; "Is This for Me," Cathedral Films; "Brushfire," Obelisk Productions; and three religious films by Broadman Films for the Sunday School Board of the Southern Baptist Convention.

Loew's Names Hofmann

NEW YORK—Herbert A. Hofmann has been elected senior vice president of Loew's Theatres, Inc., it was announced by Laurence A. Tisch, chairman of the board of directors and chief executive officer. Hofmann's duties will encompass the administration of the theatre company and its subsidiaries, including Loew's Hotels, of which Preston Robert Tisch is president.



HOFMANN

The newly named vice-president is no stranger to Loew's, having served on the company's board of directors since December, 1959. During his tenure on the board, he was also executive vice-president of Tisch Hotels, Inc., and a member of its board of directors.

UA Shooting Schedule Heavy Through August

NEW YORK — United Artists' extensive summer production schedule goes into full swing with eight major motion pictures representing an estimated total negative cost in excess of $20,000,000, either currently shooting or scheduled to go before the cameras in June, July, and August throughout the world. In addition, four other top-budgeted films completed shooting within the past several weeks.

The eight films on the June-July-August production slate are "Infamous," produced and directed by William Wyler in Hollywood as a Mirisch Company presentation, starring Audrey Hepburn, Shirley MacLaine, and James Garner; "The Land We Love," produced and directed by Leslie Stevens in Hollywood in color and Panavision, starring James Mason, Kate Manx, Neville Brand, and Rip Torn; "The Miracle Worker," produced by Fred Coe and directed by Arthur Penn in New York, starring Anne Bancroft, Patty Duke, and Victor Jory; "One, Two, Three," produced and directed by Billy Wilder in Germany in Panavision as a Mirisch Company presentation, starring James Cagney, Horst Buchholz, and Arlene Francis; "Pioneer, Go Home," produced by David Weisbart directed by Gordon Douglas in Florida in color as a Mirisch Company Presentation, starring Elvis Presley and Arthur O'Connell; "The Road to Hong Kong," produced by Melvin Frank and directed by Norman Panama in London and Hong Kong, starring Bing Crosby and Bob Hope; "Soldiers 3," produced by Frank Sinatra and directed by John Sturges in Utah in Technicolor and Panavision, starring Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Lawford, and Joey Bishop; and "S.S. Phaedra," produced and directed by Jules Dassin in Athens, starring Melina Mercouri, Anthony Perkins, and Raf Vallone.

Filming was recently completed on Stanley Kramer's "Judgment at Nuremberg," "Geronimo," "The Valiant," and "X-15."

Shore Acquires New Book

NEW YORK—Marking his second literary acquisition in the past six weeks, Sig Shore, president, Vitalite Films, announced the purchase of syndicated columnist Stanton Delaplane's latest book, "And How She Grew."

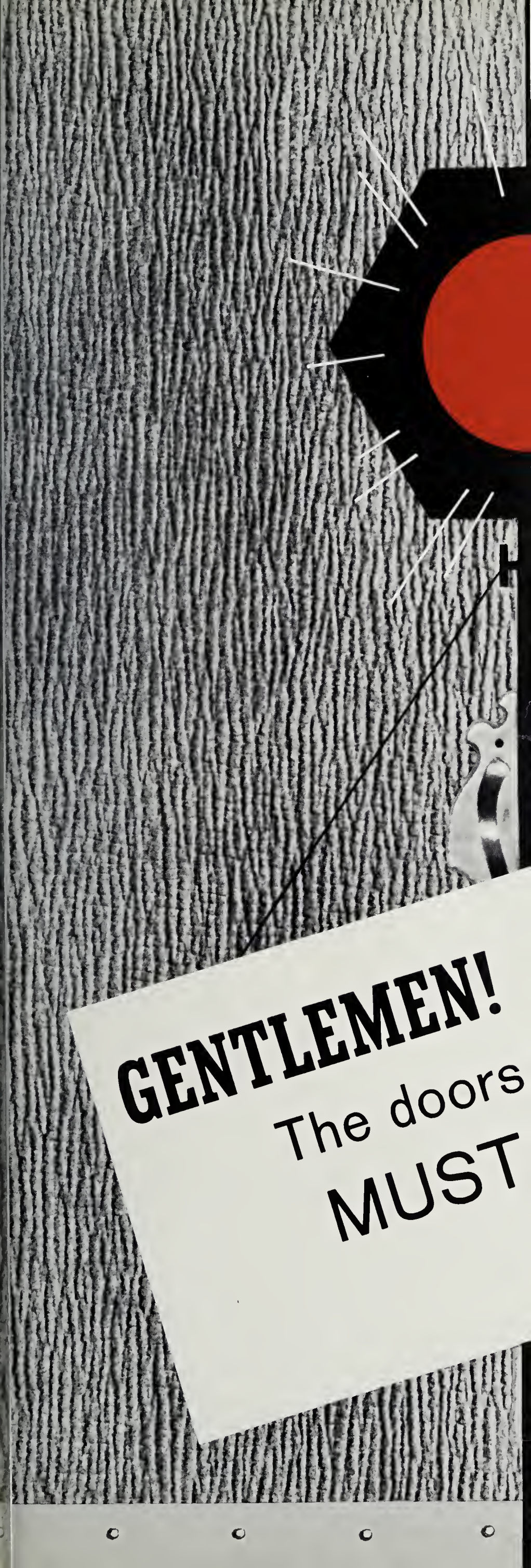
Shore said that he has been looking for properties that will make pictures truly for the family trade.

"As a father of five children ranging in age from 10 years to 10 months, I have long felt the need for non-problem pictures that do not have to be explained to my brood when we go to the movies." Shore added that in his thinking there is room for all types of pictures if they are honestly made. The danger lies in the concentration on adult themes to the exclusion of most other types of motion pictures, he said.

Recently Shore announced the acquisition of "A Sense of Values" by Sloan Wilson, whose "Man in the Grey Flannel Suit" and "A Summer Place" made motion pictures.

"Assisi" Short Ready

NEW YORK—"The Hills of Assisi" a CinemaScope-De Luxe Color documentary short subject depicting the scenic grandeur of Italy's Umbrian Hills and the historical sites of Assisi, narrated by "Francis of Assisi" star Bradford Dillman is playing and has been booked into 51 major and secondary theatres in the San Francisco area pointing to the July 12 world premiere.


GENTLEMEN!
The doors
MUST



ONLY THE MAN WHO

NO ONE-
ABSOLUTELY
NO ONE-
SEATED DURING
THE LAST
13 MINUTES!



THE RED DANGER WARNING LIGHT

will key the vigorous advertising, publicity and exploitation campaign which is being employed to make THE NAKED EDGE a sensational audience pleaser and, thereby, a sensational money-maker.

Everything we can do with this device to direct public attention to, curiosity in and discussion about this enormously intriguing shocker will be done, and no one surpasses United Artists when it comes to making the machinery of publicity pay.

We know we can do it! We respectfully solicit your help by asking you to close your doors to the public during the final 13 minutes of the picture. The Press Book will suggest to you how you can exploit this into highly satisfactory returns — in audience reaction, in word-of-mouth and in box-office results.

The campaign will not, of course, be limited to the warning device alone, because . . .

THE NAKED EDGE has *everything* it needs to make it one of the year's most powerful box-office contenders!

The screenplay is by JOSEPH STEFANO who brought *PSYCHO* to the screen!

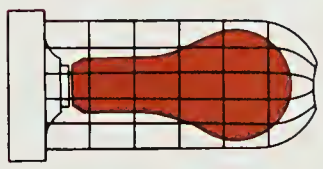
Its magnificent cast is headed by GARY COOPER and DEBORAH KERR.

It was directed by MICHAEL ANDERSON who directed *AROUND THE WORLD IN 80 DAYS.*

Its impressive supporting cast includes ERIC PORTMAN, DIANE CILENTO, HERMIONE GINGOLD, PETER CUSHING and MICHAEL WILDING.

It is a WALTER SELTZER-GEORGE GLASS production, adapted from the Max Ehrlich best-seller *First Train to Babylon.*

It's a UNITED ARTISTS Release!



This Red Light Means

DANGER—

UNBEARABLE SUSPENSE!

When it begins to blink in the lobby it means that the jolting, shocking final 13 minutes of THE NAKED EDGE has begun. No one — *ABSOLUTELY NO ONE* — will be admitted when the light is on!

THE
N

TE "PSYCHO" COULD JOLT YOU LIKE THIS!

United Artists Corporation
729 SEVENTH AVE.
NEW YORK

TELEPHONE CIRCLE 5-6000

Office of
W. J. Heineman
Vice President
In Charge of Distribution

May 19th, 1961

Glass-Seltzer Productions
1456 North Bronson
Hollywood 28, Calif.

Dear George and Walter:

I have just caught THE NAKED EDGE in the projection room and I can't wait to rush both of you my heartiest congratulations upon the production of one of the most suspenseful, gripping and thoroughly satisfying mystery-melodramas ever produced and because its climax is so downright shattering we are basing our entire approach to the public on the idea that "No one---but absolutely no one---will be seated during the final 13 climactic minutes" of this bombshell. And just wait 'til you see how we're going to sell that!

Because of those 13 final dynamite minutes you gave this picture, I want to assure you again that we agree completely that the film will NOT BE SHOWN AT PREVIEWS OF ANY KIND, TO THE PRESS OR CRITICS--until it is shown in the nation's theatres.

My enthusiasm for THE NAKED EDGE is shared by everybody in UA advertising, publicity, exploitation and sales and you may be assured that we will all give it everything that's in us to make your picture the resounding success it deserves to be.

Again, my congratulations, best wishes and thanks for the delivery of a winner.

Sincerely,

WILLIAM J. HEINEMAN

PENNEBAKER-BARODA Productions Present

GARY COOPER - DEBORAH KERR



THE NAKED EDGE

also starring ERIC PORTMAN DIANE CILENTO HERMIONE GINGOLD PETER CUSHING and MICHAEL WILDING

Screenplay by JOSEPH STEFANO From the novel "First Train To Babylon" by MAX EHRLICH Executive Producer MARLON BRANDO, SR.

Produced by WALTER SELTZER and GEORGE GLASS Directed by MICHAEL ANDERSON

THRU UA

Printed in U.S.A.

ALBANY

Schine Ski, Inc., has been formed to conduct an amusement business in Gloversville, N.Y., home office of Schine Enterprises and and Schine Theatres. A certificate was also recorded to change the name of Berineschine Theatres, Inc., to International Ski, Inc. . . . Mrs. Ira Henry, co-owner, Star Dust Drive-In, Plattsburgh, and one of the most active women in outdoor theatre operation, underwent an operation at Massena Memorial Hospital. . . . Charles A. Smakwitz, Stanley Warner zone manager, was in from Newark, N.J. . Air conditioning has been installed at the Delaware art house. . . . Mrs. Harry Hellman, widow of a pioneer Albany exhibitor and mother of Neil Hellman, welcomed the city's tulip queen, who appeared in costume at the premiere of Cinerama's "Seven Wonders Of The World" at the Hellman.

ATLANTA

Mrs. Johnny Harrell, wife of Johnny Harrell, executive of Martin Theatres, was in a local hospital for surgery. . . . Spence Steinhurst, A-I publicist in the area, has been transferred to the home office in Hollywood. . . . Norma Claire Sarra, daughter of E. LaMar Sarra, vice president and general manager, Florida State Theatres, Jacksonville, Fla., was married to Richard Howard Hunt, Jr. . . . Mr. and Mrs. Cooper Welch, co-owners, Grove, Atlanta, were killed in a train crash. . . . Thomas Kell has been appointed a district manager for Thompson Theatres. . . . Owen Vaughn, formerly with several distributors and the Peachtree Art Theatre, has resigned from the industry and will live in Raleigh, N.C. . . . Cherokee Amusement has closed their Capital, Jellico, Tenn. . . . President J. H. Thompson, owner, Thompson Theatre Circuit, announced that he has added the Dixie, Dixie Drive-In., Swainesboro, Ga., and the Chandler Drive-In, Metter, Ga. . . . Jack Nelson, Pulitzer Prize winning reporter of The Atlanta Constitution, was guest speaker at the WOMPI installation dinner at the Y.M.C.A. . . . Mrs. Roy Avey, wife of the Georgia Theatres executive, is vacationing with their daughter in Calgary, Alberta, Canada . . . Mr. and Mrs. R. D. Word, theatre owners in Alabama, are parents of a baby girl.

BOSTON

Columbia set up a press conference with screening of "Raisin in The Sun" at the Sheraton Plaza Hotel, where Sidney Poitier, star of the film, attended. John Markle, Columbia exploitation chief in Boston, handled the arrangements for the screening and press luncheon. "Raisin in The Sun" will open at Ben Sack's Capri on July 12. . . . Joe Levine's "Two Women," playing to smash business at the Sutton, New York, has been bought by Louis Richmond, Boston exhibitor, owner of the Kenmore, for the opening in the midddle of August. . . . "Bucky" Harris, Universal field exploitation head, is recuperating at his Cape Cod home from an illness Max Michaels, manager, legit Wilbur, is pinch hitting for him. . . . Joe Levine, Boston based producer-distributor, who was recently in Peter Bent Brigham hospital for treatment of his knee injury, flew to Morrocco to see his "Sodom and Gomorrah," which is nearing completion there. . . . Phil Engel, 20th-Fox publicist and field exploitation chief, addressed exhibitors in the Albany territory on "The Trapp Family" and "The Big Gamble." . . . Walter Seltzer, producer of Gary Cooper's last picture, "The Naked Edge," which opens at Loew's Orpheum on July 13, came in for press interviews, with Joe Mansfield, United Artists field exploitation head, making the arrangements.

BUFFALO

Teenagers attending the weekly Buffalo Bandstand tv dance party were the guests of the Center through an arrangement made by Ben Dargush, manager. In return for announcements of the party on various WKBW-TV programs, Dargush arranged for a trip to see Elvis Presley in "Wild in the Country." . . . The Buffalo Common Council is considering a proposed ordinance amendment for licensing and regulating coin-operated vending machines. . . . Youthful members of the Buffalo Safety Patrol were guests of the Paramount, the Police department, and the Automobile Club of Buffalo at a special showing of "The Fabulous World of Jules Verne." Arthur Kroleck, district manager, ABPT, Buffalo and Rochester, and Edward Miller, manager, Paramount, cooperated in setting up the event. . . . Art Moger, former exploitation representative for Warner Bros., who now operates his own ad agency in Boston, was in setting up a tv saturation spot campaign on "The Fabulous World of Jules Verne" and "Bimbo the Great," at the Paramount. . . . Five hundred Courier-Express newsboys who qualified in a special achievement program of the local sheet were guests of George H. Mackenna, managing director, Basil's Lafayette, at a showing of U-I's "The Last Sunset." . . . Creation of two trust funds highlights the will of the late Nikitas D. Dipson, founder of the Dipson Theatre Enterprises, who died in Athens, Greece on May 4, according to terms of the document admitted to probate in Genesee Country Surrogate's Court. Papers filed with the will list a nominal value of "upwards of $20,000" in real and personal property. Major section of the will, drawn Dec. 12 1953, involves the creation of the two trust funds, each to be made up of 50 percent of Dipson's adjusted gross estate. Income from each of the trusts is to go to Dipson's widow, Marika, during her lifetime. . . . Roger Bewley, University of Buffalo grad, is the new assistant manager at the Granada, Schine de luxe community operation. J. Myer Schine, head of the circuit, was in looking over the improvements at the Granada, in company with manager Joe Garvey. . . . Burglars fled with more than $2,000 in cash early the other morning after prying open a safe in the manager's office at Schine Riviera, Rochester. . . . Bausch and Lomb, the Rochester outfit that developed the lens for CinemaScope, has elected Dr. Jess Harrison Davis, president of Stevens Institute of Technology, to its board of directors.

CHARLOTTE

Ministers at Mt. Holly, N. C., have urged the City Council to vote against a proposal to allow the showing of Sunday movies and have presented the body with a petition bearing the signatures of all ministers in the city except one. The ministers' opposition in past years has kept the ban on Sunday movies in Mt. Holly. The issue has been raised several times since 1953 and was up for discussion last year, at which time the Council took no action on the proposal. . . . The Carolina, Goldsboro, N. C., closed June 17. Except to say that the house was closing. F. S. Jones, manager, did not elaborate. He termed the closing "temporary" but said he had no idea when or if it would be reopened. He said he was entering the tobacco business.

CINCINNATI

William Garner, Buena Vista book, and chief barker, Variety Tent 3, who also teaches speech therapy at Goodwill Industries Rehabilitation Center, took 25 of his pupils to see a Cincinnati Reds baseball game. . . . Tri-State Drive-In, Chesapeake, O., has been purchased by Miro Theatres. Inc.. of this city from Lou Marcks. . . . Lois Rooney is a new assistant cashier for States Film Service, and Martha Schuh is a new bookkeeper at National Theatre Supply. . . . UA's "Exodus" closed at the Valley after a 12-week hardticket run. The house will be shuttered for employee vacations until June 30, when Warners' "Fanny" will move in as a soft-ticket attraction. . . . U-I's "Spartacus" has been booked into the nabe 700-seat Ambassador for its first local sub-run. It had a 13-week hardticket run last spring at the downtown Grand. The film also is being screened at houses in Charleston, W. Va., and Lexington, Ky. . . . Kal Bruss and Harry Freeman, MGM publicists, were in to set up radio and TV promotions for "Atlantis, the Lost Continent," which has been booked into 68 area houses. . . . Michael Callan, featured in Columbia's "Gidget Goes Hawaiian," was in for a promotional stint during the screening at Twin Drive-In. . . . Ned Hastings, 79, one of this city's most prominent and active publicists, and a close friend of many exhibitors, will retire June 30 after 28 years as public relations director, Cincinnati Zoo. He became manager, downtown Keith, in 1916, where he remained until 1928, when vaudeville was replaced by motion pictures. . . . James Rogers, owner, 600-seat Beverly, Huntington, W. Va., has closed the house indefinitely.

COLUMBUS, O., NEWS—City Council and representatives of the advertising departments of the three Columbus newspapers have been discussing what action, if any, should be taken about art theatre advertising. Council members have received numerous complaints about such ads. Vice squadmen, who view all questionable movies, said they have found nothing recently to warrant arrests under the anti-obscenity laws. . . . Bernard Gihley, manager, Southern, has inaugurated the 14th annual summer reduced matinee rates for children under 16. The weekday admission is 15 cents. . . . Sam Shubouf, manager, Loew's Ohio, was a judge in the semi-finals of the Miss Firefighter contest, held in conjunction with the annual Firefighters' Ball. Semi-finals were held at Loew's Ohio. Winner was to receive a trophy sponsored by Marlon Brando, star of "One-Eyed Jacks" at the Ohio. . . . Underground parking garage at the State House in the center of the downtown theatre area moved a step nearer reality with a 110-15 approval by the Ohio House of Representatives. The Senate earlier had approved the Deddens bill 34-1. The measure now goes to Gov. Michael V. DiSalle. . . . Recent U. S. Supreme Court decision on blue laws will have no effect on operation of Ohio theatres, said Ken Prickett, executive secretary, Independent Theatre Owners of Ohio. Theatres were eliminated from blue law restrictions some years ago.

DENVER

Ralph J. Batschelet, manager, Mayan, was given the Award of Distinctive Merit by Goodwill Industries for his outstanding efforts during the past year in securing toys for children through special matinees. Presentation was made by William Evans, an official of the national organization. . . . RKO Orpheum is being sued because a young girl

tainted while standing in line at the theatre waiting to get in to see "Psycho". . . . Constance McCain of Denver has been signed for one of the three female roles in "Red Head from Hell Creek," shortly to be produced by Boris Petroff. . . . Robert W. Selig, president of Fox Intermountain, was given the Evans Award at the annual University of Denver Alumni dinner. It is the highest distinction given D.U. graduates. . . . Ralph K. Roe, manager, Paramount, and three employees were held up and robbed by two masked bandits who were apprehended a few minutes later when Roe worked his bonds free and notified police. Entire weekend receipts amounting to $4,100 was recovered and bandits jailed.

DES MOINES

The new $300,000 Oasis Drive-In near Davenport, Ia., being constructed by the Moe Ray theatre company, is scheduled for a July 4 opening. The new theatre will accommodate 800 cars and will have a year-round operation. The drive-in will be operated by the same interests that have the Semri Drive-In at East Moline and the Memri Drive-In, Moline. . . . The Lyons, recently purchased by Central States Theatres of Des Moines, has been extensively remodeled. . . . F. R. Brownell has purchased the Monte, Montezuma, Ia., and plans to remodel the house. . . . The new Grand, Eldora, Ia., closed down for four days during high school graduation days. . . . R. D. Klinefelter closed the Roxie, Peterson, Ia.

DETROIT

Coincident with the opening of the Columbia release, "Homicidal," producer William Castle came to town to thump the tubs. He made dandy copy at a luncheon where he packaged a story of his exploits with his horror stunts. Inadvertently, as he warmed to his speil, he was dwelling on a juicy anecdote about a man who gouged out his own eyeballs. At this precise moment the waiters descended with the first course—watermelon and melon balls. Louis Cook, "Detroit Free Press" staff writer, included in his story: "Several people quietly put their spoons down and tried to look somewhere else. Castle ate with nonchalant gusto." . . . The building deserted by the Paramount branch when it moved to the Fox Building has been done over. The new tenant is the "Michigan Chronicle," the only Negro weekly published in Detroit. It is quite extensively used by the industry especially for motion pictures which are thought to have appeal for "Chronicle" readers. . . . The big day for Variety Club of Detroit Tent 5 was June 26. About four hundred Barkers and male friends foregathered to golf, swim, eat, drink, have fun. One out of every two won door prizes and had a whack at a Buick convertible. Jack Zide headed the committee staging "The Greatest Day in the Year."

JACKSONVILLE

. . Arthur Green, a newcomer in the management end of Florida State Theatres, spent a few weeks training under Joe Charles, manager, Capitol, before being assigned to Art Castner, manager, Imperial. . . . Iva Lowe, manager, downtown Empress, went on a temporary assignment to assist Walter Colby, Orlando city manager for Florida State Theatres, and Herb Ruffner, assistant at the Imperial, moved over to the management of the Empress in her absence. . . . Beverly Resnick, Metro staffer, has resigned from the industry. . . . Metro booker Warren Teal left for a National Guard encampment in Georgia. . . . Calling on Byron Adams, United Artists



Della Jean Favre, president, and Claire Rita Stone, WOMPI service committee co-chairman, are shown handing out confections to children from New Orleans' orphanages at WOMPI's theatre party for underprivileged children. Party took place at the Famous and 400 youngsters enjoyed the show.

manager, were "Bud" Edely, UA divisional manager from New York, and Bill Haines, district manager from Atlanta. . . . Florence Nightingale vacationed from her desk at Columbia. . . . With the closing of local schools, Emory Robinson began opening his Murray Hill Theatre at noon every day to accommodate children in the afternoons. . . . Fay Koski served as the installing officer when WOMPI's new officers were seated in an annual ceremonial banquet at the Lobster House. . . . WOMPI members have attained their $500 goal for financing the chartering of a Greyhound air conditioned bus to carry the entire membership to the WOMPI national convention in Charlotte during September. . . . The Blind Children's Foundation, which is administered and financed by the local Motion Picture Charity Club under the chairmanship of Harvey Garland, Florida State Theatres film buyer, has embarked on a new venture this summer which should bring a feeling of pride to all members of the indus-

MIAMI, FLA., NEWS——Lillian Claughton, Claughton Theatres' owner, was co-chairman for the American Cancer Society's "Holiday on Ice" benefit premiere at the Miami Beach Convention Hall. Mrs Claughton was recently appointed vice-chairman for Miami's Beautification Committee. . . . Claughton's Circle, Miami Springs, arranged a four-in-one "Dondi coloring contest" in conjunction with its first run showing of the new Allied Artists film. A full page ad was promoted in the Hialeah Home News Shopper with six sponsoring merchants paying in full. . . . Clarence Bagley, Warner staffer, and Mrs. Bagley became the parents of a large, new son on June 15. Nurses weighed him in at nine pounds and 10 ounces. . . . Peter Rosian, U-I executive from Cleveland, came in for talks with W. A. "Bill" McClure, U-I manager, and his staff. . . . Ardene Pinson has returned to the U-I office on a part time basis. . . . Dave Roper, owner of the Enterprise Booking Service, lent a helping hand at the Jack Rigg Booking Service when Jack Rigg left for a vacation. . . . The Carver, Tampa, operated by Bailey Theatres, has been shuttered for the summer. . . . Henry Glover is now booking for his Largo, Largo. . . . Earl Turbyfill is now booking for Clyde Hall's three theatres, the Boulevard Drive-In, West Palm Beach, and the Florida, Titusville, and the Crown Drive-In, also in Titusville. . . . Jack Levine has succeeded Alex Weinstock as the owner of the Ace, Hallandale. . . . "Ben-Hur" went into single billing on both screens of Loew's Normandy Twin Outdoorer and at the Southside Drive-In.

MEMPHIS

Loew's Palace is to be converted for Cinerama this summer. Malco famous for its stage-and-screen monster-horror shows, continues with the policy. Actually, the stage productions tend to kid, rather than frighten, the audience. Recent presentation was labeled by Dick Lightman, head of the Malco chain, as the "World Goose Pimple Premiere" of U-I's "The Curse of the Werewolf," latest of the English Hammer Films' horror features. Local talent presented a frightening-comical stage show in connection with the film. . . . Mrs. Dixie Wallace, longtime leader in Better Films Council, is the new president. Serving with her are State Rep. Joan Strong, first vice-president; Mrs. Cleve Read, second vice-president; and Mrs. L. O. Brown, secretary. . . . Elvis Presley's film, "Wild in the Country," premiered in the star's hometown at the Malco. An hour before the movie started, the box-office line stretched two blocks in the rain.

NEW HAVEN

Jack Sanson, Stanley Warner Hartford resident manager, sold the Travelers Insurance Companys' Girls' Club on sponsorhips of an evening's performance of UA's "Exodus," and John D'Amato, Elm, West Hartford, lined up Elmwood Business Associates (W. H. Chamber of commerce affiliate) sponsorship of June 28 premiere evening for U-I's "Spartacus." . . . The West Haven exchange club sponsored two Saturday kiddie shows at the Forest. . . . New Haven police, chief Francis V. McManus, president of the Connecticut Police Chiefs' Association, mapped out areas of that city for distribution of collection cannisters for the Jimmy Fund, Children's Cancer Research Foundation, jointly sponsored by the Variety Clubs, Police Chiefs Association, the Motion Picture Theatres of New England, and the Boston Red Sox. He met with Jim Darby, Paramount manager, and Irving Hillman, Stanley Warner New England ad-publicity topper, New Haven city chairmen for the fund. . . . Nick Saraceno, operator, Capitol, Middletown, Conn., has opened a new real estate and insurance office. . . . James M. Totman, New England zone manager for Stanley Warner Management Corporation, and Albert M. Pickus, TOA president and owner of the Stratford, Stratford, Conn., co-chairmen of the 1961 MPTO of Connecticut golf tournament, slated for July 11, at Mill River Country Club, Stratford, have announced sub-committees: Exhibition, James Bracken, assistant zone manager, SW; B. E. Hoffman, Connecticut Theatres Corporation; George H. Wilkinson, Jr., Wilkinson, Wallingford, and MPTO of Connecticut president; Bernard Menschell, president, Outdoor Theatres Corporation of Connecticut, Manchester; and Sperie P. Perakos, general manager, Perakos Theatre Associates. Distribution: Irving Mendelson, United Artists, and Henry Germaine, Paramount. . . . Lockwood and Gordon has named Richard House, formerly a managerial trainee at the Cine Webb, Wethersfield, Conn., as house manager of the Art Cinema, Hartford, succeeding Jerry DeCarlo, temporarily assigned as assistant to William F. Murphy, supervisor of Hartford art theatre operations for L&G. At the same time, John R. Hynes, formerly with radio station WHYN, Holyoke, Mass., and WACE, Chicopee, Mass., has joined L&G, initially as manager of the Candlelite-Pix Twin Drive-In, Bridgeport, Conn. Earl Wright continues as Bridgeport resident manager for L&G. . . . Independent western Massachusetts exhibitor Richard Beebe has leased

(*Continued on page 20*)

"How I Would Sell . . .

DAVID AND GOLIATH

AA's Pre-Sold Epic With Title Appeal For All Filmgoers

"DAVID AND GOLIATH" . . . two of the greatest and best known names in history! How many times have you worked with a picture that had a title as "ticket selling" as this one? I'll bet you cannot name 10 in the last 25 years as world famous as this pair. How many times have you struggled with a tough title in the last six months of this year? Here is one with a built in box office ring to it. Many a fine picture has gone down to defeat with a title that presented insurmountable problems. No matter what you did with the campaign, you had two big strikes against you. This is indeed a plus factor; right from the start you have something going for you.

My very enterprising friend, Meyer Hutner, vice-president and director of advertising and publicity for Beaver-Champion Attractions, has done a big time job in putting together one of the most impressive and colossal press books in some time. The only one who can challenge him in this field would be Eddie Solomon under the Joe Levine banner.

Hutner has come up with an unusual amount of ideas, material, etc. When a theatre manager receives his press book on "DAVID AND GOLIATH" and reads what is available. . . and regardless of how many years he has been in the business . . . how can he miss putting this one over? He can do a good campaign that should include lobby, front, outdoor, newspapers, street stunts, radio, merchant tie-ups, screen, mailing, and TV activities.

Here is what the inspired manager can work with:

1. Six caricatures to give you offbeat publicity. Fussy editors will welcome them.
2. Eight three column mats for painting contest for kids. Some newspapers will use these mats. Also consider using them for heralds and pass out at playgrounds. Tie-up with the city recreation people and they will assist you. We do this with Disney pictures in the summer and it does sell tickets. Prizes are passes and promoted prizes.

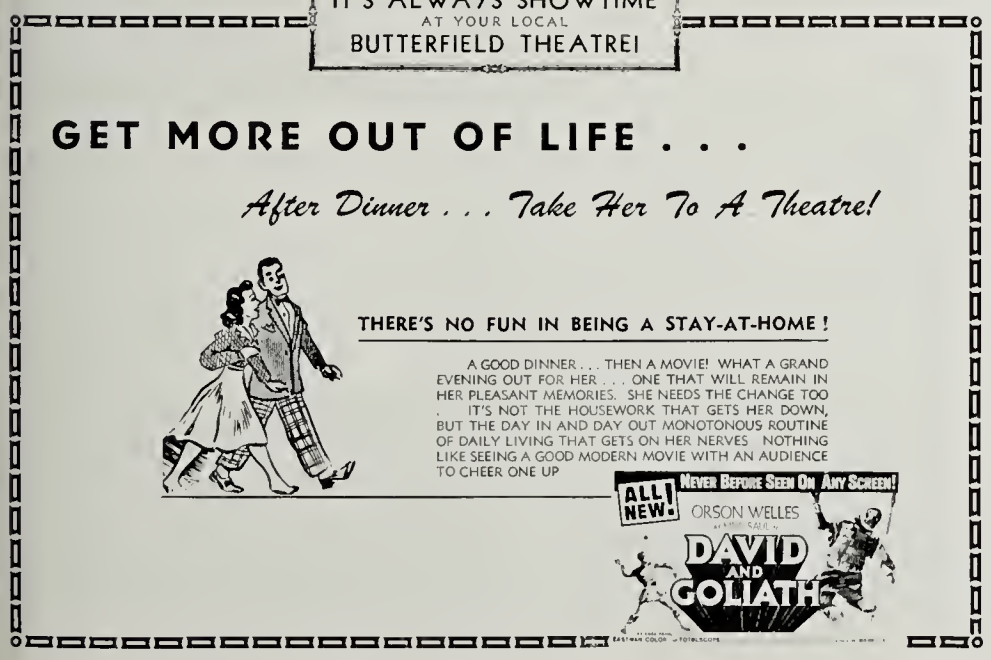
An Exclusive **SHOWMANALYSIS** Prepared by—

HENRY E. CAPOGNA, Advertising Director
W. S. Butterfield Theatres, Inc., Detroit, Mich.



ABOUT THE AUTHOR • Henry E. Capogna started his career in theatre exhibition at Warner's Ambridge Theatre, Ambridge, Pa. He also worked for Smalley's Johnstown, N.Y., theatre and was employed by the Butterfield circuit in 1939. During the Second World War, he spent four years in Signal Corps Aviation and served 15 months on Saipan with a B-29 Wing Command headquarters staff. In his exhibition career, he has worked through the ranks from a post as usher to his present highly challenging position as Butterfield advertising director. Capogna is also a family man, and the family consists of his wife and three children, one girl and two boys.

3. Three recordings: a Columbia Record by Frank De Vol, "Theme From David and Goliath," flip side has "David's Dream"; a Chancellor record with Fabian singing title song; Decca recording with Charles Laughton reading excerpts from the Bible including



LEFT, a novel sales aid is this napkin which carries the film's message into a cooperating restaurant. RIGHT, an effective caricature based on the film which should have appeal for local newspaper.





YOUNGSTERS will enjoy the film, based on the well known Biblical tale, and one way to reach this audience is via TIM, a magazine for youth distributed by many leading department stores. Besides cover photo and story, the magazine also contains rules for a limerick contest, whereby some lucky kid will win his own juke box by completing a poem about "DAVID AND GOLIATH." This is a family-appeal motion picture, and the campaign must be launched at the same broad audience.

the "David and Goliath" sequence. Promote records for radio contest prizes. Also have records played by D.J.'s in weekend record hops at local auditorium dances. D.J. will also pass out heralds and a dozen records to best dancing couples. The religious records can be given as prizes in religious promotions.

4. A full color comic book by Dell Publishing Co., titled "David and Goliath." Buy several hundred of these and pass out to the first one or two hundred children attending on opening day. Purchase from wholesale distributor for better price.
5. Venus Pencil tie-up. They have made special giant size Goliath pencil. Include this item for dime store window display tie-up.
6. A Vari-Vue which is animated when moved up and down. It shows David slaying the giant Goliath. Item is in color and one of the best I have ever seen. On back is the advertising copy. Good advance "small fry" gimmick.
7. 90 second teaser trailer which is gratis. I would use this far in advance and cross plug if in a circuit date.
8. Two minute and 20 second theatrical trailer with the best exciting and dramatic scenes.
9. Fourteen radio spots. These will appeal to teenagers, children, adults and religious groups. When buying time, know your radio station programs. I would use the longer spots. If you open on Wednesday or Thursday be certain to have sufficient radio money to buy spots for weekend. For the religious angle, use Sunday morning radio.
10. Twelve TV spots. These are excellent. Use the minute spots and the 20 second spots. You will have nine spots for teenagers and adults. Three others will appeal to the kids. Suggest you use 30 per cent or possibly 40 per cent of TV on kid shows, early morning shows, Capt. Kangaroo, clown and Three Stooge time. Best of the spots for prime time, news, weather, movie, and sports.
11. An unusual TV short narrated by Arnold Michaelis is also available. Disney also makes these non-commercial gratis films and we find that the TV stations will welcome them. These can be used early in the morning, local TV shows, and late at night.
12. Department stores distribute a small magazine titled "TIM". Magazine contains puzzles, stories, contests with prizes. Check on this.
13. A 24 sheet is being made available by Allied Artists on a gratis basis. Good for posting, and if you cannot post then use it for cutouts. Use in stores, fronts, lobby, or marquee.
14. Choice of color, black and white photographs, transparencies, and a series of national feature story and picture mailings. These are all good and we are positive your local editors will want to use the feature stories and photos.
15. Door panels. Excellent traffic stopper.
16. Two color herald. Pass out downtown, hotels, motels, beaches, dances, and use as stuffers in super markets, dry cleaning stores, etc.
17. Small flashing, dimensional counter or lobby display piece. Use with tie-up stores. Libraries should display them too.
18. Eight foot flashing and dimensional STANDEE. Superb title treatment. Originator should be congratulated. Good cross plug piece for circuit operations after picture opens.
19. If you want flags, banners, and streamers, these too are available.

THE WRAP UP

I like the ads so we will not change them. Give this one an unusual advance build up in newspapers. Start 14 days in advance with under ad liners and gradually build up. Use weekly paper ads one week before opening and be sure to send stories and photo mats. If they won't run the "free ink" stories, skip that paper and buy from others. All of the ads carry the line, "*ALL NEW! NEVER BEFORE SEEN ON ANY SCREEN!*" This is most important as you will not want your public confused.

I have not made much of the fact that the title is from a religious source. It is true that it is a Bible story . . . but this picture is of broad and general appeal. It is massive yet moves with quick action. It is paced well. The stars are mostly unknown. Orson Welles is the only American name. European players also all give good performances. This is a rousing tale of Biblical adventure and is photographed in beautiful color.

COMING . . . in the issue of July 12
L. C. MONTGOMERY, President
Joy Theatre, New Orleans, La.
tells how he would sell . . .
Universal-International's
"TAMMY TELL ME TRUE"

Perhaps your city has a museum in which Biblical items are displayed. Tie this up for newspaper or TV coverage.

Since the picture will be exposed to summer bookings, it is necessary that you reach tourists, transients, and the local potential patrons who dine out. We use a 10 by 14 inch restaurant place mat for unusual pictures. It is reproduced here and you will notice that it is institutional yet it also plugs the picture. This piece has been used in restaurants, hotels, motels, etc. We have also passed them out five at a time downtown and at factory gates. School and factory cafeterias welcome them. When they are passed out five at a time they are taken and used by the housewife. We roll them up in a package with a rubber band. Do not fold them. Have them printed in colored ink.

When possible, this picture lends itself to area TV booking. It will cut the cost of per theatre TV advertising. Large and small circuits should seriously consider this fact.

The name Goliath is a natural for commercial tie-ins. Goliath sales could end up with single page or double truck advertising promotions. A gigantic Goliath cake, pancake, omelet, sundae, etc., can be worked out. How about a human giant walking the streets and a smaller man walking behind, both in appropriate clothes and tie-in card?

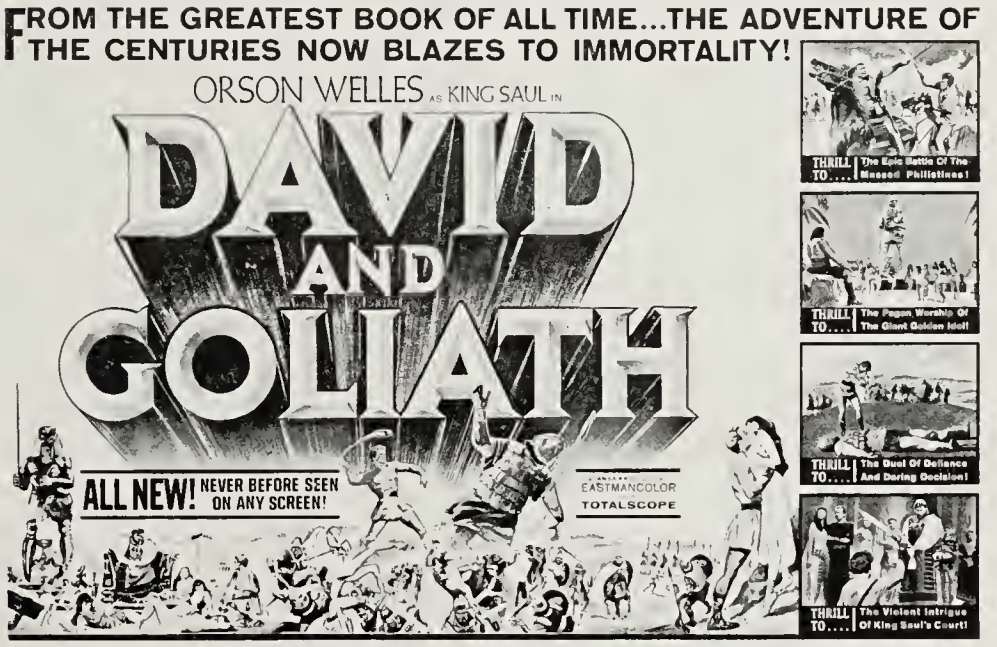
Run a contest to find a local Goliath (giant). Good for newspaper and TV coverage.

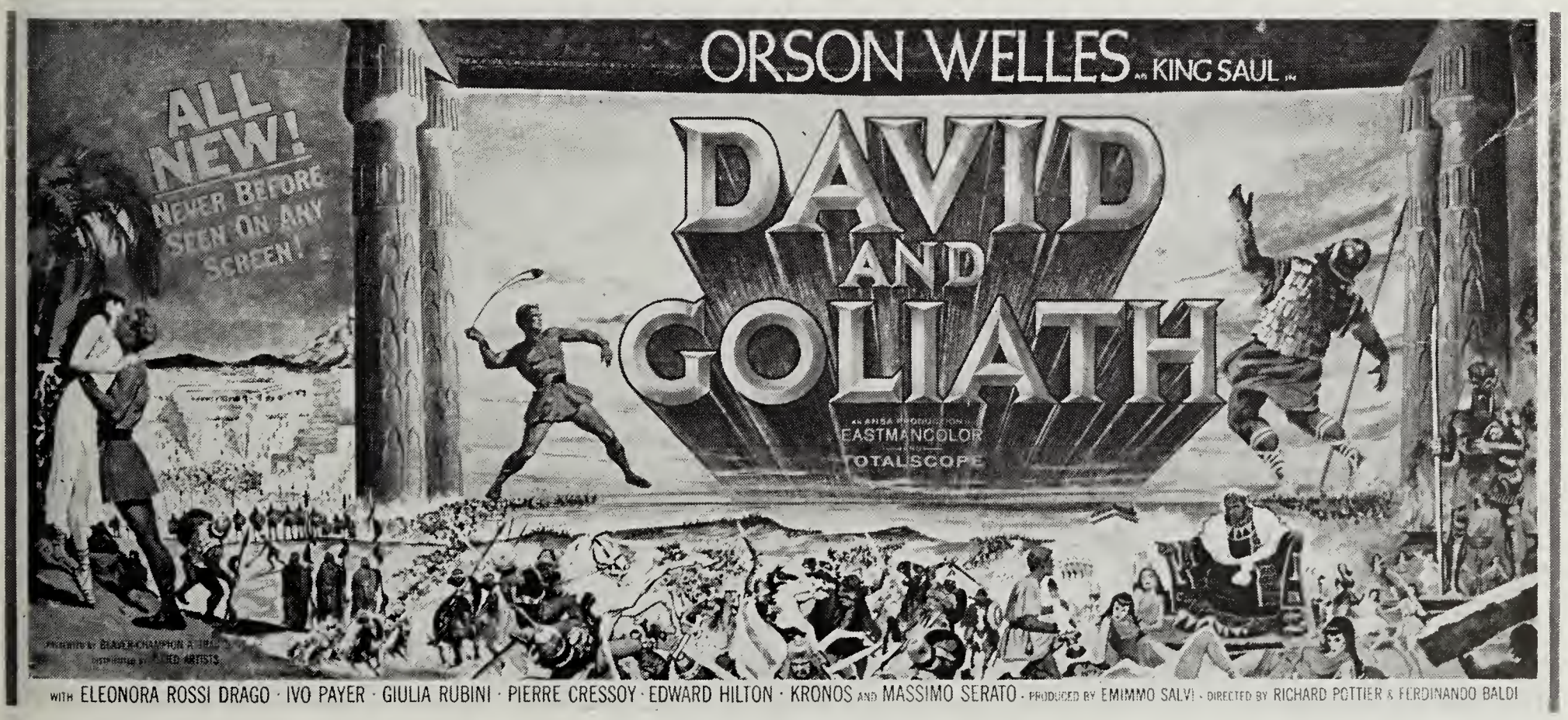
Every so often an enterprising showman makes the front page with a real honest to goodness stunt that captures the imagination. What showmen at one time or another has not bent a few rules for free ink, TV, and radio coverage. With the assistance of a friendly newspaper reporter, photographer, or TV photo man, you can work out some of these ideas. Sure they have been used some time ago, but they are new if you haven't used them in the last 10 years—as long as it is kept within decent boundary lines. This picture lends itself to several good ones. If your locally hired Goliath should become stuck in a phone booth and cannot exit without the help of firemen or local citizens, who will be hurt? Everybody will get a laugh. How about giant footsteps on the beach? Think what a break it would be if your Goliath got stuck in the smallest automobile in your city? How about a pair of Goliaths in a busy downtown street helping a lady in distress by actually picking up her small car and parking it for her?

We could go on and on with the tremendous possibilities that this picture affords an alert showman.

Much ground has been covered and I am sure that if "DAVID AND GOLIATH" is given one third the advertising, promotion, and publicity it truly deserves, you will benefit with a Goliath gross.

RIGHT, one of the ads for the film, stressing the action and spectacle and the Biblical background. A variety of excellent advertisements include something for every exhibitor regardless of his ad budget. BELOW, the colorful 24-sheet available on the picture. All the sweep and grandeur of the film is captured here, and where possible, this should be obtained early and posted in advance of playdate to insure maximum penetration. There are many presold qualities about this motion picture, and active merchandising support will lift it into the better boxoffice class.





NEW HAVEN (Continued from page 16)

the subsequent-run Phillips, Springfield, from the Nicholas Zeo interests. He has named Richard Clark, formerly assistant manager, Beebe Park, Westfield, Mass., as resident manager. . . . The Town Planning and Zoning Commission of Wallingford, Conn., has deferred action on the Oakdale Park Development Corporation's request to extend the commercial area in the Cook Hill section for construction of a cultural center that would eventually include four theatres, including a 750-seat motion picture theatre, a 2,000-seat summer music tent, a theatre for musical attractions, and a theatre for legitimate shows. . . . Robert Tirrell, Hartford district manager for Lockwood and Gordon, has named Ben Smith as resident manager of the East Windsor Drive-In. . . . Barnum Amusement Corporation has filed a certificate of incorporation with the Secretary of State's office listing 5,000 shares; par $10; commencing business, $6,000; incorporators, Lillian K. Gelber, Issac J. Murov, and Charles Garbow. The firm has acquired, for an undisclosed sum, the subsequent-run, 900-seat Barnum, Bridgeport, Conn., from retiring film industry pioneer Lou Anger. . . . Sperie P. Perakos president, Norma Film Productions, has accepted the Berlin, Germany, International Film Festival's invitation to screen the newly-completed Greek classic, "Antigone," at the June 26-July 4 Festival. . . . Charles Hurley has retired from managership of the Park Theatre Corporation's Phillips, Springfield, Mass., rounding out almost half a century in the Massachusetts film industry. . . . George Deber, whose film industry affiliaton dates back some 30 years to exploitation work on the RKO circuit in Westchester and New Jersey and promotion assignments at the old Universal Studios in California, has joined the Storrowton Music Fair, summer music tent, on the Eastern States Exposition grounds, as press representative.

NEW ORLEANS

Dan Brandon, Transway general manager, attended the National Film Carriers meeting in New York. . . . Mrs. Elgiva Lisle, Don Kay Enterprises secretary, is home from the hospital recuperating from an allergy infection. . . . M. A. Connett Theatres resumed operation of the Fox, Carthage, Miss., closed for several months. . . . Farrell Tassen, Center Theatre porter, is back home from Veterans' Hospital recuperating from a heart attack. He has been an employee at the Center for 23 years. . . . Kathleen Iona Riddle, Pitt cashier, who can run 50 yards fast enough to be an Olympic Games entry, appeared in a recent NORD meet at City Park. . . . Variety Club, Tent 45, held installation ceremonies for the newly elected Crew at the Royal Orleans Hotel. . . . Joan Cascio, 20th-Fox staffer, is now married having taken the vows while on her vacation. . . . Gertrude Davis has returned to MGM after four weeks absence due to illness which necessitated surgery. . . . The Don Drive-In, Alexandria, La., closed. . . . The Joy Drive-In, Milton, Fla., and the U, Bayou La Batre, Ala., reopened. . . . Dale Greer is now managing Paramount Gulf's Strand, Vicksburg, Miss., succeeding Mrs. Gladys Buckner, who after 20 years management of theatres has retired to the Buckner family ranch near Port Gibson, Miss. . . . Joe Marsala, former assistant manager, is now at the helm of Paramount Gulf's Saenger, Biloxi, Miss. . . . Mrs. Ernest A. (Doris) MacKenna recently took office as chairman of the Variety Club Tent 45 auxiliary. . . . Ernest Delahaye, veteran operator, Gwen, Maringuoin, La., has closed the theatre which was the town's only source of motion picture entertainment for nearly a quarter of a century. . . . G. S. Owen closed the Midway Drive-In, Opp, Ala., after only a few weeks' operation this season. He said there was not enough business to keep two drive-ins going, besides the indoor theatre, the Royal. His other drive-in is the Opp, which functions on full week's schedule, the same as the Royal. . . . The Dreamland and the Carrikktib, United Theatres units, held free kiddy matinees courtesy of friendly neighborhood merchants. . . . The WOMPI's Variety Show was presented at St. Anna's Home and at the Maison Hospitaliere and at the Home of the Incurables. . . . The installation of newly elected WOMPI officers will take place on June 17 at a dinner aboard the River Queen Show Boat, anchored in the Mississippi at the foot of Esplanade Avenue. . . . George H. Goodwin resumed operation at the Rose Drive-In, Bastrop, La., which was shut down for the winter. . . . W. G. Pringle, Jr., Pringle, Glenmora, La., has resumed full time operation.

PHILADELPHIA

Bob Anderson, manager, Bala, is editing "Cinema Scoop," new Ellis Theatres mimeographed house organ. . . . Irv Blumberg, Warners publicist; and Ted Vanett, Goldman Theatres press department, 'stole' a front page of the Rotocomic section of The Inquirer for "Fanny" due to their personal touch to the right people at the newspaper. . . . Astor's "La Dolce Vita" follows "Exodus" as a reserved seat attraction at the SW Boyd starting July 19. . . . Variety Club, Tent 13, preceded their fourth annual Old Newsboys' Day with a Celebrity Night at the Regency, which also benefitted the camp for handicapped children. . . . Barney Cohen, Arcadia manager, became a grandfather when his daughter, Mrs. Barbara Milber, Brooklyn, N.Y., had a six and one half pound boy. . . . Jack Goldman, photographer-press agent, got off to a fast start handling things for the Steel Pier, Atlantic City, N.J. . . . Bernie Sackett, Wayne Avenue Playhouse, has taken the Quarter Deck, Atlantic City, N.J., for the showing of his 'Nickelodeon Nights', silent movies . . . In recognition of the fifth anniversary of the old-fashioned nickelodeon in the Science Museum of the Franklin Institute, William Goldman, who donated the exhibit, presented a $5,000 group gift to the museum for the establishment of an epic film library. These funds were raised by and among local friends of the film industry, including Samuel Diamond, branch manager, 20th-Fox, and Lester Krieger, secretary of Allied Industries of Pennsylvania. With the establishment of the library, the films will be shown at the Nickelodeon. . . . Jack Jaslow announces that he is handling the exploitation film, "Not To-

(Continued on page 22)

Film Exchange and Dealer Listing for the MINNEAPOLIS FILM TERRITORY

A CONTINUING SERVICE . . . that will be re-edited and re-published at 8-month intervals

• *Film Distributors*

ALLIED ARTISTS, 1113 Currie Ave.—FEderal 6-8337
Br. Mgr.: Irving Morks. Sales: Joe Howk. Booker: Irene Williams. Emerg. Phone: Willioms, TA 5-2257.

AMERICAN-INT'L., 74 Glenwood Ave., N.—FEderal 5-8743
Br. Mgr.: B. J. McCorthy.

BUENA VISTA (Disney), 74 Glenwood Ave.—Federal 6-8607

COLUMBIA, 1100 Currie Ave.—FEderal 3-6227
Br. Mgr.: Byron Shopiro. Office Mgr.: Jack Hollischer. Soles: Bill Wood, Sid Lax, Irving Brovermann, Roger Dietz. Bookers: Robert Bronton, Fred Finnegon, Marvin Moetzold. Cashier: Genevieve Donovon. Emerg. Phone: Hollischer, JAckson 1-0959.

METRO-GOLDWYN-MAYER, 1104 Currie Ave.—FEderal 2-2553
Br. Mgr.: Vincent Flynn. Asst. Br. Mgr.: John Pilmoier. Office Mgr.: Williom Burke. Soles: Charles R. Stoflet, Tom Lutz. Bookers: Don Dolrymple, Richord Mrocek, Dennis Augustine. Cashier: Donno Larsen. Emerg. Phone: Burke, UNion 9-2251.

PARAMOUNT, 1104 Currie Ave.—FEderal 3-0537
Br. Mgr.: Jesse McBride. Sls. Mgr.: Forrest Myers. Office Mgr. ond Cashier: Horold Schneider. Sales: Ernest Lund, Joe Rosen, Birger Ronning. Heod Booker: Bonnie Lynch. Bookers: Ann Krekelberg, Roger Germonn. Emerg. Phone: Lynch, KEllogg 7-3164.

20TH CENTURY-FOX, 1015 Currie Ave.—FEderal 3-2201
Br. Mgr. M. A. Levy. Sales: Earl Wilson, Morrison Buell, Robert Levy, Horold Lundquist. Bookers: Ben Londer, Lee Campbell, Gertrude Weber. Coshier: Josephine M. Menke. Emerg. Phone: TAylor 4-4446.

UNITED ARTISTS, 1101 Currie Ave.—FEderal 3-7276
Br. Mgr.: Corl Olson. Office Mgr.: John O'Rourke. Soles: Eddie Stoller, Russ McCorthy, Bill Donold. Bookers: John O'Rourke, Dick Kolling. Cashier: Emmy Lundquist. Emerg. Phone: O'Rourke, KEllogg 7-2089.

UNIVERSAL-INTERNATIONAL, 1113 Currie Ave.—FEderal 3-5334
Br. Mgr.: LeRoy Miller. Sls. Mgr.: Kenneth Adoms. Office Mgr.: Chuck Bliss. Soles: Chet LeVoir. Booker: Glenn Wood. Cashier: Florence Horris. Emerg. Phone: Wood, FRonklin 4-3285.

WARNER BROS., 1000 Currie Ave.—FEderal 3-3281
Br. Mgr.: Mike Adcock. Office Mgr.: Cloude Dickinson. Soles: Ernie Hill, Bill Westermon. Bookers: Gertrude Guimont, Maxine Murphy. Cashier: Alice Kuhlmon. Emerg. Phone: Adcock, GReenwood 3-5966.

• *Supply Dealers*

AVED THEATRE SERVICE, Lumber Exch., 5th & Hennepin—FEderal 6-2122 Emerg. TAylor 3-6617
FROSCH THEATRE SUPPLY, 51 Glenwood Ave.—FEderal 5-1166 Emerg. JUniper 8-7889
MINNEAPOLIS THEATRE SUPPLY, 75 Glenwood Ave.—FEderal 5-3306 Emerg. Phone: SUnset 4-7575
NATIONAL THEATRE SUPPLY, 56 Glenwood Ave.—FEderal 2-8273 Emerg. Phone: WAlnut 2-4127

• *Screen Trailers*

NATIONAL SCREEN SERVICE, 1105 Currie Ave.—FEderal 3-5571

• *Signs, Advertising and Printing*

AD ART ADVERTISING, 121 N. 7th St.—FEderal 8-5681
NATIONAL SCREEN SERVICE, 1105 Currie Ave.—FEderal 3-5571
SILK SCREEN STUDIOS, 712 Ontario Ave., W.—FEderal 6-3103

• *Film Delivery Services*

FILM TRANSFER CO., 78 Glenwood Ave.—FEderal 6-3505 Emerg. Phone: GReenwood 4-8649
MIX TRANSFER CO., 72 Glenwood Ave.—FEderal 5-2203 Emerg. Phone: KEllogg 7-7361.

• *Service Companies*

ALTEC SERVICE CO., 15 E. 38th St.—TAylor 4-7418 (24 hours)
NORTHWEST SOUND SERVICE, INC., 73 Glenwood Ave.—FEderal 5-0194

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

ABSENT MINDED PROFESSOR (BV)

Radio City, New York ($163,100)	7	wk.	104%
Music Hall, Seattle ($7,100)	5	"	176%
Memorial, Boston ($17,900)	5	"	115%
State-Lake, Chicago ($25,000)	11	"	110%
Michigan, Detroit ($20,300)	5	"	97%
Fox, San Francisco ($12,300)	4	"	117%
Stanley, Philadelphia ($18,700)	8	"	88%
Brown, Louisville ($8,700)	5	"	146%
Loew's Midcity, St. Louis ($11,300)	6	"	107%
State, Omaha ($5,200)	5	"	146%
Music Box, Seattle ($5,700)	5	"	97%

ALAMO (UA)

Rivoli, New York (*$21,100)	21	"	90%
Alexandria, San Francisco (No Ave.)	11	"	91%
Palace, Chicago (*21,000)	11	"	93%
Midtown, Philadelphia (*13,700)	13	"	83%
Gary, Boston ($10,300)	9	"	95%
Roosevelt, Chicago ($21,000)	5	"	111%
Stanton, Philadelphia ($13,400)	5	"	98%
Paramount, Seattle ($12,300)	8	"	79%
Mary Anderson, Louisville ($6,100)	6	"	149%
Fox, St. Louis ($14,300)	4	"	137%
United Artists, San Francisco ($13,500)	5	"	78%
Astor, New York ($25,900)	3	"	67%
Victoria, New York ($19,200)	2	"	83%
Pilgrim, Boston ($9,500)	2	"	60%
United Artists, Detroit ($19,200)	6	"	60%

ANGEL BABY (AA)

Palms, Detroit ($24,800)	1	"	71%
Paramount, Boston ($16,800)	1	"	88%
Admiral-Chief-Skyvue, Omaha (No. Ave.)	1	"	Ave. $10,000
Randolph, Philadelphia ($13,000)	1	"	60%

ATLANTIS, THE LOST CONTINENT (MGM)

Warfield, San Francisco ($10,000)	2	"	136%
Capitol, New York ($45,900)	4	"	60%
Pilgrim, Boston ($9,500)	1	"	137%
United Artists, Louisville ($9,000)	1	"	95%
Loew's, St. Louis ($13,000)	1	"	93%

BATTLE OF BLOODY BEACH (20TH-FOX)

Randolph, Philadelphia ($13,000)	1	"	60%
Fox, Detroit ($12,600)	1	"	66%

BIG SHOW (20TH-FOX)

Palace, New York ($22,500)	1	"	68%
Fox, St. Louis ($14,300)	1	"	69%
Ohio, Louisville (No. Ave.)	1	"	Ave. $5,000
Randolph, Philadelphia ($13,000)	1	"	66%
Oriental, Chicago ($27,000)	2	"	79%
Coliseum, Seattle ($8,600)	1	"	60%
Fox, Detroit ($12,600)	1	"	97%
Warfield, San Francisco ($10,000)	1	"	90%
Orpheum, Omaha ($8,700)	1	"	64%

BLACK SUNDAY (AIP)

Paramount, San Francisco ($15,200)	1	"	125%
Palms, Detroit ($24,800)	2	"	60%
Goldman, Philadelphia ($12,800)	1	"	110%
Paramount, Boston ($16,800)	1	"	79%
St. Louis, St. Louis ($12,500)	1	"	141%

BY LOVE POSSESSED (UA)

United Artists, Chicago ($20,800)	2	"	101%
Stanton, Philadelphia ($13,400)	1	"	119%
Madison, Detroit ($16,000)	1	"	113%

DEADLY COMPANIONS (PATHE)

Loew's, St. Louis ($13,000)	1	"	81%

EXODUS (UA)

Warner, New York ($21,900)	28	"	122%
Saxon, Boston ($18,400)	27	"	126%
Cine Stage, Chicago (No Ave.)	28	"	Ave. $22,800
Boyd, Philadelphia ($21,700)	22	"	105%
Mercury, Detroit ($14,300)	18	"	140%
Alexandria, San Francisco ($12,500)	19	"	136%
Blue Mouse, Seattle ($10,600)	11	"	103%
Esquire, St. Louis ($12,500)	11	"	98%
Admiral, Omaha (No Ave.)	1	"	Ave. $11,000

GIDGET GOES HAWAIIAN (COL.)

Fifth Avenue, Seattle ($7,900)	3	"	102%
St. Louis, St. Louis ($12,500)	2	"	104%
Michigan, Detroit ($20,300)	2	"	81%
United Artists, Louisville ($9,000)	1	"	100%

GREAT IMPOSTOR (U-I)

Memorial, Boston ($17,900)	4	"	138%
Orpheum, Omaha ($8,700)	2	"	100%
Golden Gate, San Francisco ($19,700)	3	"	86%
Fox, St. Louis ($14,300)	3	"	110%
Roosevelt, Chicago ($21,000)	3	"	107%
Midtown, Philadelphia ($10,400)	6	"	118%
Palace, New York ($22,500)	6	"	118%
Orpheum, Seattle (No Ave.)	2	"	Ave. $6,000
Kentucky, Louisville ($7,600)	3	"	72%

GUNS OF NAVARONE (COL.)

Criterion, New York ($27,300)	1	"	293%

HAND IN HAND (COL.)

Normandie, New York ($8,000)	6	"	91%
Presidio, San Francisco (No Ave.)	4	"	Ave. $2,500
Pageant, St. Louis ($4,100)	1	"	100%

HOMICIDAL (COL.)

Palms, Detroit ($24,800)	2	"	80%

HOODLUM PRIEST (UA)

Loew's, St. Louis ($13,000)	2	"	139%
Loew's Midcity, St. Louis ($11,300)	1	"	71%
Brown, Louisville ($8,700)	1	"	61%
Astor, New York ($25,900)	4	"	100%
Oriental, Chicago ($27,000)	5	"	91%
Michigan, Detroit ($20,300)	2	"	96%
Viking, Philadelphia ($7,000)	7	"	97%
Metropolitan, Boston ($11,600)	5	"	88%
Music Box, Seattle ($5,700)	1	"	70%
Golden Gate, San Francisco ($19,700)	1	"	62%
Pilgrim, Boston ($9,500)	1	"	61%

HOUSE OF FRIGHT (AIP)

Admiral-Chief Skyvue, Omaha (No Ave.)	1	"	Ave. $10,000

KING OF THE ROARING TWENTIES (AA)

Chief Skyvue, Omaha (No Ave.)	1	"	Ave. $8,000

LADIES MAN (PAR.)

Oriental, Chicago ($27,000)	1	"	115%

LA DOLCE VITA (ASTOR)

Henry Miller, New York (No Ave.)	10	"	Ave. $21,300
Gary, Boston ($10,300)	10	"	144%
Todd, Chicago (No Ave.)	2	"	Ave. $22,000

LAST SUNSET (U-I)

State-Lake, Chicago ($25,000)	3	"	79%
Orpheum, Omaha ($8,700)	1	"	86%
Fox, St. Louis ($14,300)	2	"	112%
Palace, New York ($22,500)	2	"	123%
Music Box, Seattle ($5,700)	1	"	123%
Goldman, Philadelphia ($12,800)	2	"	100%

LAST TIME I SAW ARCHIE (UA)

Stanley, Philadelphia ($18,700)	2	"	60%
Coliseum, Seattle ($8,600)	1	"	86%
United Artists, San Francisco ($13,500)	2	"	63%
Victoria, New York ($19,000)	5	"	68%
Madison, Detroit ($16,000)	2	"	94%
Orpheum, Boston ($12,400)	1	"	76%
United Artists, Louisville ($9,000)	1	"	68%
Loew's Midcity, St. Louis ($11,300)	2	"	128%

LOVE IN A GOLDFISH BOWL (PAR.)

Omaha, Omaha ($7,700)	1	"	61%

ONE EYED JACKS (PAR.)

Capitol, New York ($45,900)	8	"	88%
Astor, Boston ($10,500)	8	"	87%
Fox, Philadelphia ($14,800)	8	"	105%
Chicago, Chicago ($28,100)	5	"	116%
St. Francis, San Francisco ($13,200)	5	"	121%
Paramount, Seattle ($12,300)	5	"	64%
Fox, St. Louis ($14,300)	3	"	112%
Michigan, Detroit ($20,300)	3	"	87%
Ohio, Louisville (No Ave.)	3	"	Ave. $3,600
Orpheum, Omaha ($8,700)	2	"	113%

ON THE DOUBLE (PAR.)

Goldman, Philadelphia ($12,800)	2	"	99%
Rivoli, New York ($24,800)	5	"	76%
Metropolitan, Boston ($11,600)	3	"	122%

PARENT TRAP (B.V.)

Woods, Chicago ($25,100)	1	"	128%
Capitol, New York ($45,900)	1	"	81%
Midtown, Philadelphia ($10,400)	1	"	154%

PARRISH (WB)

Radio City, New York ($163,100)	4	"	88%
Chicago, Chicago ($28,100)	1	"	142%

PEPE (COL.)

Criterion, New York ($27,300)	25	"	103%
Gary, Boston ($10,300)	9	"	118%
Stanley, Philadelphia ($18,700)	9	"	95%
Chicago, Chicago ($28,100)	9	"	121%
St. Francis, San Francisco ($13,200)	8	"	128%
Ambassador, St. Louis ($10,700)	6	"	108%
Madison, Detroit ($16,000)	8	"	101%
Fifth Avenue, Seattle ($7,900)	7	"	97%
Orpheum, Omaha ($8,700)	3	"	115%
United Artists, Louisville ($9,000)	2	"	111%
St. Louis, St. Louis ($12,500)	2	"	74%

PLEASURE OF HIS COMPANY (PAR.)

Chicago, Chicago ($28,100)	4	"	80%
Arcadia, Philadelphia ($13,200)	3	"	91%
Golden Gate, San Francisco ($19,700)	4	"	71%
Radio City, New York ($163,100)	4	"	97%
Ambassador, St. Louis ($10,700)	3	"	116%
Grand Circus, Detroit ($13,000)	2	"	131%
Paramount, Boston ($16,800)	2	"	75%

PORTRAIT OF A MOBSTER (WB)

Pilgrim, Boston ($9,500)	1	"	74%
Paramount, San Francisco ($15,200)	1	"	62%
Omaha, Omaha ($7,700)	1	"	60%
Goldman, Philadelphia ($12,800)	1	"	74%
Mary Anderson, Louisville ($6,100)	1	"	61%

RAISIN IN THE SUN (COL.)

Forum, New York ($19,700)	13	"	85%
Adams, Detroit ($9,800)	5	"	119%
St. Francis, San Francisco ($13,200)	3	"	89%
Fifth Avenue, Seattle ($7,900)	1	"	181%
Midtown, Philadelphia ($10,400)	5	"	83%
Orpheum, Omaha ($8,700)	1	"	60%
Roosevelt, Chicago ($21,000)	2	"	100%
Pageant, St. Louis ($4,100)	1	"	76%

RETURN TO PEYTON PLACE (20TH-FOX)

Randolph, Philadelphia ($13,000)	4	"	89%
Normandie, New York ($8,000)	4	"	64%
Paramount, New York ($32,700)	5	"	70%
Woods, Chicago ($25,100)	7	"	73%
Orpheum, Omaha ($8,700)	2	"	100%
Ambassador, St. Louis ($10,700)	4	"	89%
Fifth Avenue, Seattle ($7,900)	3	"	99%
Memorial, Boston ($17,900)	4	"	98%
Fox, Detroit ($12,600)	3	"	101%
Fox, San Francisco ($12,300)	2	"	106%
United Artists, Louisville ($9,000)	2	"	91%

RING OF FIRE (MGM)

Blue Mouse, Seattle ($10,600)	1	"	60%
Loew's, St. Louis ($13,000)	1	"	71%
Warfield, San Francisco ($10,000)	1	"	91%

SECRET PARTNERS (MGM)

Music Hall, Seattle ($7,100)	1	"	60%
Esquire, Chicago ($13,500)	2	"	60%
State, Omaha ($5,200)	1	"	88%

SECRET WAYS (U-I)

Goldman, Philadelphia ($12,800)	2	"	102%
Music Box, Seattle ($5,700)	1	"	62%
Golden Gate, San Francisco ($19,700)	1	"	60%
Omaha, Omaha ($7,700)	1	"	60%
Palace, New York ($22,500)	3	"	70%
St. Louis, St. Louis ($12,500)	1	"	100%
Kentucky, Louisville ($7,600)	1	"	84%

SNOW WHITE AND THE THREE STOOGES (20TH-FOX)

Coliseum, Seattle ($8,600)	1	"	74%
Stanley, Philadelphia ($18,700)	1	"	69%

THE

Tip-off

ON BUSINESS

An Exclusive MOTION PICTURE EXHIBITOR Estimate, based on data assembled by an experienced field staff, and drawn from other industry sources.

Average reported grosses for a preceding 13 week period are used as a comparative. This estimate covers features in more than 300 first-run engagements.

*INDICATES ESTIMATED AVERAGE WEEKLY GROSS OF THEATRE FOR THE FIRST 13 WEEKS OF 1960

OTHER FIGURES INDICATE ESTIMATED AVERAGE WEEKLY GROSS OF THAT THEATRE FOR THIRD 13 WEEKS OF 1960.

SPARTACUS (U-I)

DeMille, New York (*$13,700)	38	"	164%
McVickers, Chicago (*$16,200)	23	"	101%
Astor, Boston (*$8,700)	22	"	125%
Goldman, Philadelphia ($12,800)	22	"	96%
Madison, Detroit ($16,000)	21	"	103%
Music Box, Seattle ($5,700)	15	"	135%
Esquire, St. Louis ($12,500)	16	"	101%
United Artists, San Francisco ($13,500)	15	"	122%
Brown, Louisville ($8,700)	8	"	98%
Dundee, Omaha (No Ave.)	5	"	Ave. $5,800
Loop, Chicago ($5,000)	1	"	179%
Mercury, Detroit ($14,300)	2	"	102%

TWO LOVES (MGM)

Oriental, Chicago ($27,000)	2	"	71%
Arcadia, Philadelphia ($13,200)	3	"	67%
Blue Mouse, Seattle ($10,600)	1	"	60%
Warfield, San Francisco ($10,000)	1	"	80%
Loew's, St. Louis ($13,000)	1	"	66%
Grand Circus, Detroit ($13,000)	2	"	77%
Mary Anderson, Louisville ($6,100)	1	"	69%
Rivoli, New York ($24,800)	1	"	82%
Orpheum, Boston ($12,400)	1	"	99%

TERROR OF THE TONGS (COL.)

Paramount, San Francisco ($15,200)	1	"	74%

TRAPP FAMILY (20TH-FOX)

Loop, Chicago ($5,000)	4	"	196%
Omaha, Omaha ($7,700)	1	"	99%
Metropolitan, Boston ($11,600)	2	"	98%

UNDERWORLD U. S. A. (COL.)

Pilgrim, Boston ($9,500)	1	"	67%
Palms, Detroit ($24,800)	1	"	70%
Coliseum, Seattle ($8,600)	1	"	74%
Paramount, San Francisco ($15,200)	1	"	60%

WARRIOR EMPRESS (COL.)

Coliseum, Seattle ($8,600)	1	"	60%
Paramount, San Francisco ($15,200)	1	"	74%
Pilgrim, Boston ($9,500)	1	"	100%

WILD IN THE COUNTRY (20TH-FOX)

Oriental, Chicago ($27,000)	2	"	61%
Paramount, New York ($32,700)	3	"	60%
Omaha, Omaha ($7,700)	1	"	80%
Coliseum, Seattle ($8,600)	1	"	82%
Fox, St. Louis ($14,300)	1	"	73%
Capri, Boston ($8,100)	2	"	90%
Viking, Philadelphia ($7,000)	2	"	111%
Fox, San Francisco ($12,300)	1	"	90%
Fox, Detroit ($12,600)	1	"	128%
Kentucky, Louisville ($7,600)	3	"	92%

YOUNG SAVAGES (UA)

Roosevelt, Chicago ($21,000)	3	"	100%
Fox, Philadelphia ($14,800)	5	"	82%
Orpheum, Seattle (No Ave.)	1	"	Ave. $7,000
Astor, New York ($25,900)	5	"	74%
Admiral, Chief, Skyvue, Omaha (No Ave.)	1	"	Ave. $18,000
United Artists, San Francisco ($13,500)	2	"	71%
Loew's, St. Louis ($13,000)	1	"	100%
Palms, Detroit ($24,800)	3	"	79%
Astor, Boston ($10,500)	5	"	76%
Mary Anderson, Louisville ($6,100)	2	"	62%

PHILADELPHIA *(Continued from page 20)*

night, Henry". . . Meyer Adelman is convalescing in Lady of Lourdes Hospital, Camden, N. J. . . . Dick Clark's network TV show will be taped from Mel Fox's Olympia Lake, N.J., on July 8 for broadcast on July 14. . . . Philip Gerard, Universal Pictures' eastern advertising and publicity director, was in and discussed promotional plans on "Tammy Tell Me True" with local exhibitors and those in the territory in connection with a July 26 Philadelphia opening and territorial saturation series of dates on the picture. Joseph B. Rosen, regional sales manager, and Carl Reardon, U's branch manager, joined Gerard at the meeting which followed a special screening of the picture. . . . Dr. William A. Abelove, clinical assistant professor of medicine, University of Miami School of Medicine, has been invited to speak at the Fourth Congress of the International Diabetes Federation in Geneva, Switzerland, July 10-14. Dr. Abelove, the son of Mr. and Mrs. Nat Abelove, will present a paper on clinical experience with newer drugs in the treatment of diabetes. . . . Miss Louis Azzarano, chief film inspector for Universal, died in her sister's home in Pleasantville, N. J. She is survived by two brothers and two sisters. . . . Sydney J. Poppay, city manager, SW Strand and Capitol, York, Pa., since 1954 has been elevated to the position of district manager covering York, Lancaster, Reading, Gettsyburg, West Chester, Chester and Wilmington, Del. He has promoted Bernard G. Lynch from assistant manager to manager of the Strand, Yorw, Pa., while Francis A. DeVerter remains Capitol manager. . . . Dave Milgram, Milgram Booking Service and Milgram Theatres, is going on a trip around the world. Whereas Jules Verne and Mike Todd took 80 days to circumnavigate the globe, Milgram figures on making the trip in just seven weeks.

PITTSBURGH

Harold V. Cohen, Post-Gazette drama critic, underwent an operation at the Cleveland Clinic. Word is that the operation was successful, and he is recovering in good fashion. . . . Gabe Rubin has scheduled a June 21 press screening for "La Dolce Vita," which will play a reserved seat engagement at his Nixon starting in July. . . . Lenny Litman's Pittsburgh club was the first team in the new American Basketball League to go into summer training camp. Movietone News, C.B.S. News, and metropolitan newspapers including the N.Y. Times were to cover the camp opening at Waynesburg, Pa. Nov. 7 is date for the return of pro basketball to the area at the fabulous new retractible-domed Civic Arena. . . . Kaspar Monahan, Pittsburgh Press drama editor, was among those attending the Warners "Jubilee of Films" in Hollywood, sending back a full week of columns reporting on his activities there. . . . Expected in for promotional and publicity tours were United Artists' producer Walter Seltzer, on behalf of his "The Naked Edge," a July booking at the Penn; Universal's John Gavin and possibly Sandra Dee, for the Fulton-bound "Tammy Tell Me True"; and Warners' Josh Logan, producer of "Fanny," opening a long-run engagement at the Warner, Fifth Avenue, on June 28. . . . Ed Lurie, UA field

PROGRESSIVE ELECTRIC CONSTRUCTION CO INC.

240 N. 13th STREET • PHILADELPHIA 7, PA.
Theatre Installations and Maintenance

ST. LOUIS

The fourth annual banquet and installation of officers of the St. Louis chapter of the Women of the Motion Picture Industry was held at the Golden Fried Restaurant on Delmar Boulevard. Principal speaker was Sylvia Boonshaft, with whom members of the WOMPI have worked on projects for patients at Chronic Hospital. Each WOMPI member turned in her collection of "penny-a-day" for the year to the Will Rogers Hospital Fund. The WOMPI organization sponsors a room at the Will Rogers Memorial Hospital at Saranac Lake, N.Y. The new officers include president, Barbara Cuddy, United Artists; first vice-president, Charlotte Murphy, Columbia; second vice-president, Dorothy Dressel, Realart; recording secretary, Jane Smoller, Paramount; corresponding secretary, Rita Brusselback, United Artists; treasurer, Theresa Boheim, Paramount; directors, Catherine Foy, Kahan Film; Gladys Shy, Paramount; Dorothy Giebe, MGM; Marge Collins, Allied Artists; Julia January, National Theatre Supply; Frances Frenger, MGM; Marcella De eVinney, Buena Vista. . . . The Fred Wehrenberg Circuit of Theatres, Inc., has a new district manager, Adam E. Goelz, Tyrone, Pa., to assist Paul Brueger, general manager and managing director, and Harry B. Caldwell, office manager. Goelz is in charge of operations at Ronnie's Drive-In, 66 Drive-In, South Twins Drive-In, the Michigan and Savoy. . . . St. Louis small fry under the age of 12 will be treated to nine weeks of special kiddie matinees and movie shorts, beginning June 21, under sponsorship of Royal Crown Bottling Company of St. Louis. Columbia features will be donated and exclusively shown in the entertainment drive that will be launched in three theatres —the Criterion, Regal, and Mid-Town. Theatrical and police officials consider this a good way for juveniles to beat the heat and the idleness of summer that too frequently leads to juvenile crime. . . . Forrest Pirtle, Jerseyville, Ill., is in St. Anthony's hospital in Alton, Ill., "for tests and observation." . . . Loew's State has scheduled "Guns of Navarone" of the latter part of July. . . . Bernie, Mo., will have a theatre again, after closed doors over a period of five years. David Barnhardt will be in charge of the Bernie. . . . Film Row bid adieu to George Garven, jeweler at 3324 Olive Street, who was at his jewelry location 20 years before there was a Film Row. Garven recalls the beginning of Film Row when 20th-Fox took over the old Roth Cafe, remodeled it, and moved in more than 30 years ago. . . . Victor Klarsfeld, owner, Rialto, Cape Girardeau, Mo., died. . . . Lauden Walsh, 60, brother of Hall Walsh, Warners branch manager, died. . . . Retirement just isn't in the cards for Herman Gorelick who, after taking "vacation" trips to Mexico City and to the west coast, finds himself back in the film distributing business. Gorelick opened offices on the second floor of the Pink Building for Crest Film Distributors of St. Louis. . . . It'll be wedding bells June 25 for Martha Baker, steno-receptionist at Columbia, and Mel Freese, sales service manager for Packwood Manufacturing Co.

SALT LAKE CITY

The Studio reopened for a special screening of Warners' "Fanny" after having been closed for a renovation program.

SAN ANTONIO

Another stand-in demonstration in an effort to integrate the Majestic has failed. A spokesman for the Students for Civil Liberties said the demonstration was staged on Law Day as an "appropriate time to attempt to abolish at least one form of segregation." Police described the stand-in as very orderly. . . . Mr. and Mrs. Mel Barker, formerly of Dallas, are the new managers and part owners of the Texas, Athens, Tex., and are renovating the building and improving the facilities. . . . Bill T. Bohling, manager of the Capri at El Paso, Tex., is doing his part in discouraging any film censorship sentiment. Clearly visible in the boxoffice window when any "adults only" type of film is showing is this posting: "If you are between the ages of 16 and 19, proof must be presented." Bohling announced that Larry Seward has been named assistant manager replacing John Mitchell. John Merrit was named captain of the balcony. . . . A severe thunderstorm unleashed high winds and hail on Nacogdoches, Tex., with damage estmates expected to run to $100,000. The screen of the Pines Drive-In was blown down. . . . Lois Borgan has taken over the operation of the Carver, Wichita Falls, Tex. . . . The Dove remains closed at Groom, Tex., and may reopen after school is out according to Frank Dove. He also operates the Dove, Panhandle, Tex. . . . Amelia Rios has reopened the Mexico, Raymondville, Tex. . . . E. C. Lalo Gomez has purchased the Rig, Premont, Tex. . . . The Palace, El Paso, Tex., offered a giant circus show with four circus films at regular admission. . . . Gidney Talley has sold his Hondo Drive-In, Hondo, Tex., to Charles Knauf. Knauf is also owner of the Bandex, Bandera, Tex. . . . Theatre operators in El Paso, Tex., are up in arms as a result of a proposed plan by traffic engineers in El Paso to reroute downtown traffic into a series of one way streets. There are six theatres in the affected area. . . . The Palace, Stephenville, Tex., has been closed and dismantled. The building has been remodeled into an office building. . . . Roland Phillips resigned as assistant at the State, El Paso, Tex. . . . The Park Square, Wichita Falls, Tex., has been closed until further notice. . . . Kirk Douglas was at a special meeting of the Sigma Delta Chi journalism society at El Paso, Tex. Douglas is on location at Albuquerque shooting "The Last Hero." . . . Cranfil Cox, Jr., operator, Crystal, Gilmer, Tex. is a new grandfather. . . . Fred Erhard, projectionist, Plaza, El Paso, Tex., has the original cue-sheet of David O. Selznick's "Gone With the Wind," which was prined as an aid for stagehands and projectionists in the spring of 1940. Just 21 years later he is at the projector of the Plaza presenting the film on a roadshow policy with the original overture, intermission, and exit musical score. . . . Samuel Kennedy has taken over the operation of the Joyce, Pleasanton, Tex.

SEATTLE

Fred Hift was in from 20th-Fox New York office working on 'F'rancis of Assisi," which will be released in August. . . Jack Burk, formerly 20th-Fox Seattle branch manager, was reported severely burned in Hawaii and is in the Kaiser Memorial Hospital there. . . . Jack Kidd, formerly of the Bothel Theatre, has taken over the D & R, Port Orchard, from Andy Walyer, who continues to operate the Island, Vashon. . . . John Fletcher, Orpheum, Kodiak, and Liberty, Seward, passed away suddenly from a heart attack. He had flown south for a check up, walked into the clinic lobby, and collapsed. . . . John Reily, National Theatre Supply, Los Angeles, was in town arranging to move his family south.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



JULY 5, 1961 SECTION TWO
VOL 66, NO. 5

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been out, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope	MC—MetroColor	TC—Technicolor	VV—VistaVision
DC—DeLuxe Color	PV—Panavision	TE—Technirama	C—Other color
EC—Eastman Color	RE—Reissue	TS—Totalscope	

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6105 **ANGEL BABY**—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film introduces new star

BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles.

6009 **CALTIKI, THE IMMORTAL MONSTER**—MD-75m.—John Merivale Didi Sullivan—4773 (12-7-60)—Science fiction for the dualiers

6106 **DAVID AND GOLIATH**—SP-95m.—(EC; TotalScope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacl- should prove saleable—Italian-made—dubbed in English.

6007 **HELL TO ETERNITY**—MD-132m.—Jeffrey Hunter, Patricia Owens—4729 (8-17-60)—High rating war entry

6016 **HEROD THE GREAT**—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made spectacle—Italian-made; dubbed in English

6014 **HEROES DIE YOUNG**—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller

6107 **KING OF THE ROARING 20's**—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a notorious gambler.

6101 **LOOK IN ANY WINDOW**—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploitable angles

6103 **OPERATION EICHMANN**—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama

6008 **PLUNDERERS, THE**—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans

6006 **RAYMIE**—D-73m.—David Ladd, Julie Adams, John Agar—4757 (10-12-60)—Programmer for family trade

6013 **SERENGETI SHALL NOT DIE**—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grizimek—4789 (2-8-61)—Good documentary on Africa

6003 **SEX KITTENS GO TO COLLEGE**—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower half

6010 **TORMENTED**—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half

6015 **UNFAITHFULS, THE**—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Mar. **DONDI**—David Janssen, Patti Page, David Kory
May **TIME BOMB**—Curt Jurgens, Mylene Demongeot
June **ARMORED COMMAND**—Howard Keel, Tina Louise
July **BRAINWASHED**—Curt Jurgens, Claire Bloom
Aug. **TWENTY PLUS TWO**—David Janssen, Jeanne Crain, Dina Merrill

COMING

BIG WAVE, THE—Sessue Hayakawa—Japanese-Made
BILLY BUDD—Robert Ryan, Peter Ustinov
BLOODY BROOD—Barbara Lord, Jack Bett

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

506 **AMAZING TRANSPARENT MAN, THE**—MD-60m.—Marguerite Chapman, Douglas Kennedy—4749 (9-14-60)—Lower half science fiction

BEWARE OF CHILDREN—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English

505 **BEYOND THE TIME BARRIER**—MD-80m.—Robert Clarke, Darlene Tompkins—4729 (8-17-60)—Science fiction for the dualiers

502 **BLACK SUNDAY**—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—Dubbed in English

509 **GOLIATH AND THE DRAGON**—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should do okay when actively sold—Italian-made; dubbed in English

601 **HAND, THE**—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England

HOUSE OF FRIGHT—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English

508 **JOURNEY TO THE LOST CITY**—MD-95m.(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the program

603 **KONGA**—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English

MASTER OF THE WORLD—SFD-104m.—(MagnaColor; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—Well-made, interesting science fiction entry

507 **PORTRAIT OF A SINNER**—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in particular—English

504 **WHY MUST I DIE?**—MD-86m.—Terry Moore, Debra Paget, Bert Freed—4721 (7-20-60)—Exploitable programmer on capital punishment

TO BE REVIEWED

ALAKAZAM, THE GREAT—(C; CS)—Cartoon Feature
LOST BATTALION—Leopold Salcedo, Diane Jergens
OPERATION CAMEL—Nora Hayden, Louis Renard
PIT AND THE PENDULUM, THE—(C; Panavision)—Vincent Price, Barbara Steele
PROFESSIONALS, THE—William Lucas
REPTILICUS—(C)—Bodil Miller

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Absent-Minded Professor, The	A1	Misc.
•Ada		MGM
Adventure, The		For.
•Alakazam, The Great		A-I
•Alamo	A1	UA
All Hands On Deck	A1	Fox
All In A Night's Work	A3	Par.
All The Fine Young Cannibals	A3	MGM
All the Young Men	A2	Col.
Amazing Transparent Man	A1	A-I
And Quiet Flows The Don	B	UA
Angel Baby		AA
Angel Wore Red, The	A3	MGM
Angry Silence, The	A3	For.
Anna's Sin	A3	Fro.
•Armored Command		AA
•As The Sea Rages	A2	Col.
Atlantis, The Lost Continent	A2	MGM
Atlas		Misc.

PLEASE NOTE . . .

This yellow paper SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

•Bachelor In Paradise		MGM
•Back Street		U-I
Ballad Of A Soldier	A2	For.
Barefoot Mailman The—RE	A1	Col.
•Battle At Bloody Beach	A2	Fox
Bellboy, The	A2	Par.
Belles And Ballets		For.
Between Time and Eternity	B	U-I
Beyond The Time Barrier	A1	A-I
Beware Of Children	A2	A-I
Big Chief, The		For.
Big Deal On Madonna Street, The	A3	For.
•Big Gamble, The	A1	Fox
•Big Wave, The		AA
Big Show, The	B	Fox
•Billy Budd		AA
Bimbo The Great	B	WB
Black Sunday	A2	A-I
Blast Of Silence	A3	U-I
•Blood and Roses	B	Par.
•Bloody Brood		AA
•Blue Hawaii		Par.
Blueprint For Robbery	A2	Par.
Born Yesterday—RE	B	Col.
•Boy Who Found $100,000		UA
Boy Who Stole A Million, The	A1	Par.
•Brainwashed	A2	AA
•Breakfast At Tiffany's		Par.
Breath of Scandal, A	B	Par.
Breathless	C	For.
Bridge, The	A2	AA
•Bridge To The Sun		MGM
Butterfield 8	B	MGM
By Love Possessed	A3	UA

C

Cage Of Evil	A2	UA
Caltiki, The Immortal Monster		AA
Canadians, The	A2	Fox
•Cape Fear		U-I
Career Girl		Misc.
Career Girls On A Naked Holiday		Misc.
Carmen Comes Home		For.
Carry On Nurse	B	For.
Carthage In Flames	B	Col.
Chartroose Caboose		U-I
•Cat Burglar, The		UA
Cimarron	A1	MGM
Cinderella	A1	Par.
Circle of Deception	SP	Fox
•Claudelle Inglish		WB
•Cleopatra		Fox
Code Of Silence		Misc.
College Confidential	A3	U-I
•Colossus Of Rhodes, The		MGM
Come Dance With Me	C	For.
Come September		U-I
Confess, Dr. Corda		For.
Cool Wind In August, A		Misc.
•Couch, The		WB
•Counterfeit Traitor, The		Par.
Crowded Sky, The	A3	WB
Crowning Experience, The	SP	Misc.
Cry Freedom		For.
Cry For Happy	B	Col.
Curse Of The Werewolf	B	U-I

D

Dark At The Top Of The Stairs, The	A3	WB
David and Goliath	A1	AA
Day They Robbed the Bank of England	A1	MGM
Days Of Thrills And Laughter	A1	Fox
Dead One, The		Misc.
Deadly Companions, The	A2	Misc.
•Deadlock		Par.
Desert Attack	A1	Fox
Desire In The Dust	B	Fox
•Devil At 4 O'clock, The		Col.
Devil's Commandment, The		For.
Dog, A Mouse and A Sputnick, A		For.
•Dondi	A1	AA
Don Quixote—USSR	A2	MGM
•Double Trouble		Fox
Dreams		For.
Dr. Blood's Coffin		UA

E

Elephant Walk—RE	A2	Par.
Elmer Gantry	B	UA
End of Innocence	A3	For.
Enemy General, The	A2	Col.
Entertainer, The	B	For.
•Escape From Zahrain		Par.
Esther And The King	B	Fox
Exodus	A3	UA

F

Fabulous World of Jules Verne	A1	WB
Facts Of Life, The	A3	UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

506 **ALL THE YOUNG MEN**—D-87m.—Alan Ladd, Sidney Poitier, Ana St. Clair—4725 (8-3-60)—Fast-moving war story has names
508 **AS THE SEA RAGES**—D-74m.—Maria Schell, Cliff Robertson, Cameron Mitchell—4733 (8-31-60)—Mostly suitable for art spots—Filmed abroad
449-R **BAREFOOT, MAILMAN, THE**—MD-83m.—(SuperCinecolor)—Robert Cummings, Terry Moore—4753 (9-28-60)—Interesting program for duallers—Reissue
BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue
CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made
CRY FOR HAPPY—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles
505 **ENEMY GENERAL, THE**—MD-74m.—Van Johnson, Dany Carrel—4729 (8-17-60)—Counter espionage melter for duallers
507 **FAST AND SEXY**—(TE; TC)-98m.—Gina Lollobrigida, Dale Robertson—4733 (8-31-60)—Good comedy loaded with Gina's curves
FIVE GOLDEN HOURS—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England
GIDGET GOES HAWAIIAN—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program
GUNS OF NAVARONE, THE—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed Abroad
HAND IN HAND—D-75m.—Loretta Parry, Philip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English
516 **HELL IS A CITY**—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for the program—England
HOMICIDAL—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick
512 **I AIM AT THE STARS**—BIOD-107m.—Curt Jurgens, Victoria Shaw—4750 (9-14-60)—Timely, controversial biopic can be exploited
519 **JAZZ BOAT**—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English
513 **LET NO MAN WRITE MY EPITAPH**—D-106m.—Burl Ives, Shelley Winters—4753 (9-28-60)—Unpleasant but gripping drama has angles
MAD DOG COLL—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program
MEIN KAMPF—DOC.-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating
MOST DANGEROUS MAN ALIVE—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half
504 **NIGHTS OF LUCRETIA BORGIA, THE**—MD-108m.—(TS; EC)—Belinda Lee, Jacques Sernas—4721 (7-20-60)—Spectacle for the program—Italy
510-R **ON THE WATERFRONT**—MD-108m.—Marlon Brando, Eva Marie Saint—4733 (8-31-60)—Rugged melter is one of the best—Reissue
PASSPORT TO CHINA—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half
PEPE—C-157m.—(Panavision-CS-TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining
PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue
518 **PLEASE TURN OVER**—C-86m.—Ted Ray, Jean Kent—4757 (10-12-60)—Plenty of laughs in cute comedy—England
RAISIN IN THE SUN, A—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high
SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue
503 **STOP, LOOK AND LAUGH**—C-78m.—Three Stooges, Paul Winchell—4717 (7-2-60)—Okay show for the kiddies
STOP ME BEFORE I KILL—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made
514 **SURPRISE PACKAGE**—C-100m.—Yul Brynner, Mitzi Gaynor—4757 (10-12-60)—Entertaining comedy
SWORD OF SHERWOOD FORREST—MD-80m.—(EC; Megascope)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—English
TERROR OF THE TONGS—MD-80m.—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made
THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal
TWO RODE TOGETHER—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good selling angles
TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue
UNDERWORLD, U. S. A.—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime melter for the program
WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy
WARRIOR EMPRESS, THE—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—(6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed in English
509-R **WILD ONE, THE**—MD-80m.—Marlon Brando, Mary Murphy—4733 (8-31-60)—Rugged melter lends itself to exploitation—Reissue

COMING FEATURES IN ORDER OF RELEASE

Aug. **MYSTERIOUS ISLAND**—(Super-Dynamation; C)—Michael Craig, Joan Greenwood
Sept. **GREENGAGE SUMMER, THE**—(C)—Kenneth More, Danielle Darrieux—French-made
Sept. **DEVIL AT 4 O'CLOCK, THE**—(CS; C)—Spencer Tracy, Frank Sinatra, Barbara Luna

COMING

FURY OF THE BARBARIANS—(C)—Edmund Purdom
PLAY IT COOL—Anthony Newley, Anne Aubrey
SCREAM OF FEAR—Susan Strasberg, Ronald Lewis
3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKeever
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

20 **ALL THE FINE YOUNG CANNIBALS**—D-112m.—(CS; MC)—Robert Wagner, Natalie Wood—4721 (7-20-60)—Fine drama features top young talent
101 **ANGEL WORE RED, THE**—D-99m.—Ava Gardner, Dirk Bogarde, Joseph Cotten—4733 (8-31-60)—Sell the names for best results
113 **ATLANTIS, THE LOST CONTINENT**—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry
106 **BUTTERFIELD 8**—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems headed for better business
108 **CIMARRON-WSP**—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry
19 **DAY THEY ROBBED THE BANK OF ENGLAND, THE**—MD-85m.—(Metroscope)—Aldo Ray, Elizabeth Sellars—4721 (7-20-60)—Crime melter for the duallers—English-made
DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film
114 **GONE WITH THE WIND**—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue
111 **GO NAKED IN THE WORLD**—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences
105 **GORGO**—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England
103 **KEY WITNESS**—MD-81m.—(CS)—Jeffrey Hunter, Pat Crowley—4750 (9-14-60)—Very good juvenile delinquency melter
MORGAN THE PIRATE—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (5-17-61)—Very good actionful, slam-bang swashbuckler—Made in Italy
119 **RING OF FIRE**—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program melter
115 **SECRET PARTNER, THE**—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English
9 **TIME MACHINE, THE**—MD-103m.—(MC)—Rod Taylor, Alan Young, Yvette Mimieux—4722 (7-20-60)—Novel science fiction programmer
117 **TWO LOVES**—D-100m.—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
109 **VILLAGE OF THE DAMNED**—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England
110 **WHERE THE BOYS ARE**—C-99m.—(CS; MC)—Delores Hart, George Hamliton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters
104 **WHERE THE HOT WIND BLOWS**—D-120m.—Gina Lollobrigida, Pierre Brasseur—4757 (10-12-60)—Strong sell, names will boost satisfactory import—French-Italian made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

June **INVASION QUARTET**—Bill Travers, Gregoire Aslan
June **MAGIC BOY**—(EC)—Japanese Animated Cartoon
June **SECRET OF MONTE CRISTO, THE**—(Dyaliscope; C)—Rory Calhoun, Gianna Maria Canale
July **ADA**—(CS; C)—Susan Hayward, Dean Martin
Aug. **GREEN HELMET, THE**—Bill Travers, Nancy Walters
Aug. **HONEYMOON MACHINE**—Steve McQueen, Paula Prentiss
Aug. **BRIDGE TO THE SUN**—Carroll Baker, James Shigeta
Aug. **THIEF OF BAGHDAD, THE**—(C;CS)—Steve Reeves, Georgia Moll

COMING

BACHELOR IN PARADISE—Bob Hope, Lana Turner
COLOSSUS OF RHODES, THE—(CS; C)—Rory Calhoun, Lea Massari
FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thulin
HOW THE WEST WAS WON—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Siobhan McKenna
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT IN THE PIAZZA, THE—Olivia DeHavilland, Rossano Brazzi
MATTER OF WHO, A—Terry-Thomas, Alex Nicol
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision, C)—Marlon Brando, Trevor Howard
PRIVATE LOVE—(MC)—Brigitte Bardot, Marcello Mastrionni
SWORDSMAN OF SIENNA—Stewart Granger
TARTARS, THE—(CS; C)—Victor Mature, Orson Welles
THUNDER OF DRUMS, A—Richard Boone, George Hamilton
WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
5924 **BELLBOY, THE**—C-72m.—Jerry Lewis—4722 (7-20-60)—Mildly amusing Lewis entry
6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
5001 **BOY WHO STOLE A MILLION, THE**—MD-64m.—Maurice Reyna, Virgilio Texera, Marianne Benet—4753 (9-28-60)—Good program entry for family—Filmed in Spain
6006 **BREATH OF SCANDAL, A**—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has angles, names
6007 **CINDERFELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention——Reissue
6013 **FOXHOLE IN CAIRO**—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
6005 **G. I. BLUES**—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
5927 **IT STARTED IN NAPLES**—C-100m.—(VV; TC)—Clark Gable, Sophia Loren—4722 (7-20-60)—Lush scenery, strong names highlight comedy
6015 **LADIES MAN, THE**—C-106m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
6018 **LOVE IN A GOLDFISH BOWL**—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
R6012 **NAKED JUNGLE, THE**—MD-95m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter)—4819 (5-17-61)—Very funny Danny Kaye vehicle
6014 **ONE-EYED JACKS**—W-141m—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds)—4819 (5-17-61)—Cute, entertaining and sophisticated
6004 **SAVAGE INNOCENTS, THE**—D-110m.—(Technirama 70; TC)—Anthony Quinn, Yoko Tani—4758 (10-12-60)—Excellent educational subject with brilliant photography
6002 **UNDER TEN FLAGS**—D-92m.—Van Heflin, Mylene Demongeot, Charles Laughton—4734 (8-31-60)—Highly interesting yarn of "humane" warfare
6008 **WORLD OF SUZIE WONG, THE**—D-129m.(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING

BLOOD AND ROSES—(TE; TC)—Mel Ferrer, Annette Vadim
BLUE HAWAII—(TC)—Elvis Presley, Joan Blackman
BREAKFAST AT TIFFANY'S—(TC)—Audrey Hepburn, George Peppard
COUNTERFEIT TRAITOR—(TC)—William Holden, Lilli Palmer
DEADLOCK—Jeffrey Hunter, Stella Stevens
ESCAPE FROM ZAHRAIN—(TC; Panavision)—Yul Brynner, Sal Mineo
GIRL NAMED TAMIKO, A—(TC; Panavision)—Laurence Harvey, France Nuyen
HATARI—(TC)—John Wayne, Red Buttons
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
MY GEISHA—(TC; Panavision)—Shirley MacLaine, Yves Montand
SUMMER AND SMOKE—(TC)—Laurence Harvey, Geraldine Page
TOO LATE BLUES—Bobby Darin, Stella Stevens

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
BIG SHOW, THE—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
102 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
046 **DESIRE IN THE DUST**—D-102m.—(CS)—Raymond Burr, Martha Hyer—4753 (9-28-60)—Interesting drama of small Southern town
DESERT ATTACK—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
FIERCEST HEART, THE—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell.
056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
030 **FOR THE LOVE OF MIKE**—D-84m.—(CS; DC)—Richard Basehart, Danny Bravo—4725 (8-3-60)—Good program entry for family trade
043 **FRECKLES**—D-84m.—(CS; DC)—Martin West, Carol Christenson—4754 (9-28-60)—Okay entry for the program
028 **FROM THE TERRACE**—D-144m.—(CS; DC)—Paul Newman, Joanne Woodward, Myrna Loy—4717 (7-2-60)—Strong entry has fine boxoffice potential
039 **GODDESS OF LOVE, THE**—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—(English dialogue; made in Italy)
036 **HIGH TIME**—C-103m.—(CS; DC)—Bing Crosby, Fabian, Tuesday Weld—4754 (9-28-60)—Cute comedy
038 **HIGH-POWERED RIFLE, THE**—MD-60m.—Willard Parker, Allison Hayes—4725 (8-3-60)—Program filler
IDIOT, THE—D-122m.—(C)—J. Borisova, Y. Yakovlev—4725 (8-3-60)—Interesting import—U. S. S. R. made; dubbed in English
037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
034 **LET'S MAKE LOVE**—C-118m.—(CS; DC)—Marilyn Monroe, Yves Montand, Tony Randall—4734 (8-31-60)—MM funfest headed for better money
102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
026 **LOST WORLD, THE**—MD-98m.—(CS; DC)—Michael Rennie, Jill St. John—4717 (7-2-60)—Very good science fiction entry
101 **MARRIAGE-GO-ROUND, THE**—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
MISTY—D-92m.—(CS; DC)—David Ladd, Pam Smith, Phantom, the horse—4834 (6-28-61)—Good entry for family trade and youngsters
104 **MILLIONAIRESS, THE**—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power
031 **MURDER, INC.**—MD-103m.—(CS)—Stuart Whitman, May Britt, Henry Morgan—4717 (7-2-60)—Well made interesting gangland tale

Fanny	A2	WB
Fast and Sexy	A3	Col.
Fast Set, The		For.
•Fate Of A Man		UA
Ferry to Hong Kong	A2	Fox
Fever In The Blood, A	A3	WB
Fiercest Heart, The	A2	Fox
Five Golden Hours	A3	Col.
Five Guns To Tombstone	A1	UA
Flaming Star	A1	Fox
•Flower Drum Song		U-I
Follow A Star		For.
For the Love Of Mike	A1	Fox
For Members Only		For.
•Four Horsemen Of The Apocalypse		MGM
Foxhole In Cairo	B	Par.
Freckles	A1	Fox
French Mistress, A	A3	For.
•Francis of Assisi	A1	Fox
From The Terrace	B	Fox
Frontier Uprising	A1	UA
•Fury Of The Barbarians		Col.

G

Gambler Wore A Gun, The	A1	UA
General Della Rovere	A2	For.
•Geronimo		UA
Gidget Goes Hawaiian	A2	Col.
G. I. Blues	B	Par.
Girl In Lovers' Lane, The		Misc.
•Girl Named Tamiko, A		Par.
Girl Of The Night	SP	WB
Go Naked In The World	B	MGM
Goddess of Love, The	B	Fox
Gold Of The Seven Saints	A2	WB
Goliath and the Dragon	A2	A-I
Gone With The Wind—RE	B	MGM
Good Girls Beware		For.
•Goodbye Again		UA
Gorgo	A1	MGM
Grass Is Greener, The	A3	U-I
Great Imposter, The	A2	U-I
•Green Helmet, The	A1	MGM
•Greengage Summer, The	A3	Col.
Green Carnation, The—See The Trials of Oscar Wilde		
Gun Fight	A1	UA
Guns Of The Navarone, The	A1	Col.

H

Hand, The	A2	A-I
Hand In Hand	A1	Col.
•Hatari		Par.
Heaven On Earth	A1	For.
Hell Is A City	A3	Col.
•Hell Is For Heroes		Par.
Hell To Eternity	B	AA
Herod, The Great	B	AA
Heroes Die Young	A3	AA
Hideous Sun Demon, The		Misc.
Hideout In The Sun		Misc.
High-Powered Rifle	A2	Fox
High Time	A1	Fox
Hippodrome		For.
Hiroshima, Mon Amour	B	For.
Home Is The Hero	A2	For.
Homicidal	A2	Col.
•Honeymoon Machine		MGM
Hoodlum Priest, The	A2	UA
Horse With The Flying Tail, The		Misc.
House Of Fright	B	A-I
Hound That Thought He Was A Racoon, The	A1	Misc
•House Of Women		WB
•How The West Was Won		MGM
•Hustler, The		Fox

I

I Aim At the Stars	A2	Col.
Idiot, The	A3	Fox
Inherit the Wind	A3	UA
•Invasion Quartet	A1	MGM
It Happened In Broad Daylight		For.
•It Happened In Athens		Fox
It Started In Naples	A3	Par

J

Jazz Boat	B	Col.
Journey To The Lost City	A2	A-I
Jungle Cat	A1	Misc.

K

Key Witness	A3	MGM
*King Of Kings, The		MGM
King Of The Roaring '20's		AA
Konga	A2	A-I

L

*Lad: A Dog		WB
Ladies' Man	A1	Par.
La Dolce Vita	SP	For.
*Lady L		MGM
*Land We Love, The		UA
*Lost Hero, The		U-I
Last Sunset, The	B	U-I
Last Time I Saw Archie, The	A2	UA
Last Woman On Earth, The		Misc.
Leech Woman, The	B	U-I
League Of Gentlemen, The	A3	For.
Left, Right and Center	A1	For.
Legions Of The Nile	B	Fox
Let No Man Write My Epitaph	A3	Col.
Let's Make Love	B	Fox
*Light In The Piazza, The		MGM
*Lion Of Sparta		Fox
Little Angel	A1	For.
Little Shepherd of Kingdom Come, The	A1	Fox
Little Shop Of Horrors, The		Misc.
Long Rope, The	A2	Fox
Look In Any Window	B	AA
*Lost Battalion, The		A-I
Lost World, The	A1	Fox
Love And The Frenchwoman	B	For.
Love In A Goldfish Bowl	B	Par.
Love Specialist, The		For.
Love Game, The	C	For.
*Lover Come Back		U-I
*Loves Of Salammbo, The		Fox

M

Ma Barker's Killer Brood		Misc.
Mad Dog Coll	B	Col.
*Madison Avenue		Fox
Magdalena	C	For.
*Magic Boy, The	A1	MGM
Magnificent Seven, The	A2	UA
*Majority Of One, A		WB
Make Mine Mink	A3	For.
Marie Octobre	A2	For.
Marriage-Go-Round	B	Fox
*Marines Lets Go		Fox
Master of the World	A1	A-I
Matter Of Morals, A	B	UA
*Matter Of Who, A		MGM
Mein Kampf	A2	Col.
*Merrill's Maurauders		WB
Michael Strogoff	A1	For.
Midnight Lace	A2	U-I
Mighty Crusaders, The	A1	For.
Millionairess, The	B	Fox
Minotaur, The	B	UA
Misfits, The	B	UA
Misty	A1	Fox
Modigliani Of Montparnasse		For.
Monster Of The Piedras Blancas, The		Misc.
Morals Squad		Misc.
Morgan The Pirate	B	MGM
*Most Dangerous Man Alive, The	B	Col.
*Mother Ought To Marry		Fox
Murder, Inc.	A3	Fox
*Music Man, The		WB
*Murder, She Said		MGM
*Mutiny On The Bounty		MGM
*My Geisha		Par.
*Mysterious Island		Col.

N

*Naked Edge, The	A2	UA
Naked Jungle, The—RE	A2	Par.
Natchez Trace		Misc.
Never On Sunday	C	For.
Next To No Time		For.
Nightfighters, The	A2	UA
Nikki, Wild Dog Of The North		Misc.
Nights Of Lucretia Borgia, The	B	Col.
No Morals		For.
North To Alaska	A3	Fox

O

Ocean's Eleven	A3	WB
Okefenokee		Misc.
*Oldest Confession, The		AU
Ole Rex	A1	U-I
On The Double	A1	Par.
On The Waterfront—RE	A2	Col.

051 **NORTH TO ALASKA**—C-122m.—(CS; DC)—John Wayne, Capucine, Fabian—4766 (11-9-60)—Comedy has angles
029 **ONE FOOT IN HELL**—W-90m.—(CS; DC)—Alan Ladd, Dolores Michaels—4729 (8-17-60)—Good western
RETURN TO PEYTON PLACE—D-122m.—(CS; DC)—Carol Lynley, Jeff Chandler, Eleanor Parker—4814 (5-3-61)—Sequel should prove popular
RIGHT APPROACH, THE—CD-92m.—(CS)—Frankie Vaughan, Martha Hyer—4814 (5-3-61)—Modern youth opus misses
115 **SANCTUARY**—D-90m.—(CS)—Lee Remick, Yves Montand—4794 (2-22-61)—Off-beat look at life and love in the south
047 **SECRET OF THE PURPLE REEF, THE**—MD-80m.—(CS; DC)—Jeff Richards, Margia Dean—4762 (10-26-60)—Average programmer
044 **SQUAD CAR**—MD-61m.—Vicl Raaf, Paul Bryar—4787 (1-25-61)—For the lower half
025 **SEPTEMBER STORM**—MD-99m.—(Stereovision; CS; DC)—Joanne Dru, Mark Stevens—4758 (10-12-60)—Entertaining entry in 3-D process
116 **SNIPER'S RIDGE**—MD-61m.—(CS)—Jack Ging, Stanley Clements—4790 (2-8-61)—Fair war programmer
SNOW WHITE AND THE THREE STOOGES—C-107m.—(CS; DC)—Carol Heiss, 3 Stooges—4825 (5-31-61)—Attractive entry for families and children in particular
035 **SONS AND LOVERS**—D-103m.—(CS)—Trevor Howard, Dean Stockwell, Wendy Hiller—4718 (7-2-60)—Interesting, beat off tale of English family—(Filmed in England)
050 **TESS OF THE STORM COUNTRY**—D-84m.—(CS; DC)—Diane Baker, Jack Ging—4790 (2-8-61)—Interesting version of classic
117 **TRAPP FAMILY, THE**—D-106m.—(DC)—Ruth Leuwerik, Hans Holt—4797 (3-8-61)—Family yarn good for the program—German made; dubbed in English
027 **TRAPPED IN TANGIERS**—MD-74m.—(CS)—Edmund Purdom, Genevieve Page—4726 (8-3-60)—Lower half filler—Italian-made dubbed in English
032 **39 STEPS, THE**—MD-95m.—(DC)—Kenneth More, Taina Elg—4726 (8-3-60)—Chase meller for the program—England
UPSTAIRS AND DOWNSTAIRS—C-100m.—(DC)—Mylene Demongeot, Michael Craig—4777 (12-21-60)—Cute comedy—English
VOYAGE TO THE BOTTOM OF THE SEA—MD-107m.—(CS; DC)—Walter Pidgeon, Joan Fontaine—4834 (6-28-61)—Moder day science fiction should do okay
042 **WALK TALL**—W-60m.—(CS; DC)—Willard Parker, Joyce Meadows—4762 (10-26-60)—Lower half filler
WILD IN THE COUNTRY—D-114m.—(CS; DC)—Elvis Presley, Hope Lange—4830 (6-14-61)—Well-made dramatic story has rewley for draw
054 **WIZARD OF BAGHDAD, THE**—C-93m.—(CS; DC)—Dick Shawn, Diane Baker—4777 (12-21-60)—Amusing programmer
033 **YOUNG JESSE JAMES**—W-73m.—(CS)—Ray Stricklyn, Merry Anders—4730 (8-17-60)—Lower half western

COMING FEATURES IN ORDER OF RELEASE

June **BATTLE AT BLOODY BEACH**—(CS)—Audie Murphy, Dolores Michaels
July **FRANCIS OF ASSISI**—(CS; C)—Brad Dillman, Stuart Whitman, Dolores Hart
Aug. **BIG GAMBLE, THE**—(CS; DC)—Stephen Boyd, Juliette Greco

COMING

CLEOPATRA—(Todd-AO; C)—Elizabeth Taylor, Stephen Boyd—England
DOUBLE TROUBLE—(CS; DC)—Tommy Noonan, Pete Marshall
HUSTLER, THE—Paul Newman, Jackie Gleason, Piper Laurie
IT HAPPENED IN ATHENS—(CS; C)—Jayne Mansfield, Nico Minardos
LION OF SPARTA—(CS; C)—Richard Egan, Diane Baker
LOVES OF SALAMMBO, THE—(DC)—Jeanne Valerie, Jacques Sernas
MADISON AVENUE—(CS)—Dana Andrews, Eleanor Parker
MARINES LETS GO—Tom Tyron, Linda Hutchins
MOTHER OUGHT TO MARRY—Debbie Reynolds, Andy Griffith
QUEEN'S GUARD, THE—(CS)—Raymond Massey, Robert Stevens—England
SILENT CALL, THE—Roger Mobley, Pete, The Dog.
20,000 EYES—Gene Nelson, Merry Anders, James Brown

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

ALAMO, THE—D-161m.—(Todd-AO; TC)—John Wayne, Linda Cristal—4762 (10-26-60)—High rating, powerful historical dram—Batjac
AND QUIET FLOWS THE DON—D-107m.—(C)—Ellina Bystritskaya, Pyotr Glebov—4722 (7-20-60)—Cultural exchange film a adequate entry for art and specialty houses—Russian made—English titles
BY LOVE POSSESSED—D-115m.—(DC)—Lana Turner, Efrem Zimbalist, Jr.—4820 (6-14-61)—High rating drama has marquee power—Mirisch
6018 **CAGE OF EVIL**—MD-70m.—Ron Foster, Pat Blair—4718 (7-2-60)—Okay programmer—Zenith
DOCTOR BLOOD'S COFFIN—D-92m.—(C)—Kiernon Moore, Hazel Court—4834 (6-28-61)—Horror drama for program—English—Caralan
6023 **ELMER GANTRY**—D-145m.—(EC)—Burt Lancaster, Jean Simmons—4718 (7-2-60)—Highly interesting entry headed for better returns
EXODUS—MD-213m—(Super Panavision 70; TC)—Paul Newman, Eva Marie Saint—4778 (12-21-60)—High rating—Preminger
FACTS OF LIFE, THE—C-103m.—Bob Hope, Lucille Ball—4771 (11-23-60)—Bright, adult comedy has potent name power—H-L-P
FIVE GUNS TO TOMBSTONE—W-71m.—James Brown, Della Sherman—4790 (2-8-61)—Average western—Zenith
FRONTIER UPRISING—W-68m.—James Davis, Nancy Hadley—4790(2-8-61)—Cowboys, Indians, Mexicans and the U.S. Cavalry ride again—Zenith
GAMBLER WORE A GUN, THE—W-66m.—James Davis, Merry Anders—4810 (4-19-61)—Average western for action spots—Zenith
GUN FIGHT—W-68m.—James Brown, Joan Staley—4834 (6-28-61)—Lower half filler—Zenith
HOODLUM PRIEST, THE—D-101m.—Don Murray, Larry Gates—4794 (2-22-61)—High rating drama—Murray-Wood
INHERIT THE WIND—D-127m.—Spencer Tracy, Fredric March, Gene Kelly—4718 (7-2-60)—High-rating filmization of hit play—(Kramer)
LAST TIME I SAW ARCHIE, THE—C-98m.—Robert Mitchum, Martha Hyer—4827 (5-31-61)—Humorous and entertaining tale of G. I's in training—Mark VII, Ltd.
MAGNIFICENT SEVEN, THE—D-126m.—(Panavision; DC)—Yul Brynner, Eli Wallach—4758 (10-12-60)—Quality action entry—Mirisch
MATTER OF MORALS, A—D-90j.—Maj-Britt Nilsson, Patrick O'Neal—4831 (6-14-61)—Interesting drama—Filmed in Sweden
MINOTAUR, THE—MD-92m.—(TC; Totalscope)—Bob Mathias, Rosanna Schiaffino—4814 (5-3-61)—Another Italian spectacle for the program—Italian-made; English dialogue
MISFITS, THE—D-124m.—Clark Gable, Marilyn Monroe—4790 (2-8-61)—Unusual, absorbing and adult entry—Seven Arts
6025 **NIGHT FIGHTERS, THE**—MD-88m.—Robert Mitchum, Anne Heywood—4750 (9-14-60)—Irish revolt programmer—Made in Ireland—D.R.M.-Stross
OPERATION BOTTLENECK—MD-78m.—Ron Foster, Miiko Taka—4794 (2-22-61)—Lower half war meller—Zenith
POLICE DOG STORY, THE—MD-61m.—James Brown, Merry Anders—4791 (2-8-61)—Family-type meller for duallers—Zenith
REVOLT OF THE SLAVES, THE—D-99m.—(TotalScope; EC)—Rhonda Fleming, Lang Jeffries—4831 (6-14-61)—Lots of action in another Italian-made spectacle—Italian-made; dubbed in English—Moffa
SNAKE WOMAN, THE—D-68m.—John McCarthy, Susan Travers—4819 (5-17-61)—Horror item for lower half—English made
6019 **STUDS LONIGAN**—D-95m.—Christopher Knight, Venetia Stevenson—4726 (8-3-60)—Book notoriety should help sell Interesting film—Longridge
6024 **WALKING TARGET, THE**—MD-74m.—Joan Evans, Ronald Foster—4730 (8-17-60)—Fair lower half entry—Zenith
WHEN THE CLOCK STRIKES—D-72m.—James Brown, Merry Anders—4835 (6-28-61)—Lower half filler
YOUNG SAVAGES, THE—D-100m.—Burt Lancaster, Dina Merrill, Shelly Winters—4814 (5-3-61)—Serious, fascinating probe of juvenile delinquency—Contemporary

COMING FEATURES IN ORDER OF RELEASE

July **NAKED EDGE, THE**—Gary Cooper, Deborah Kerr—Pennebaker-Baroda
July **THE CAT BURGLAR**—Jack Hogan, June Kenney
Aug. **GOODBYE AGAIN**—Ingrid Bergman, Yves Montand—Argus

COMING

BOY WHO FOUND $100,000—Wanda Hendrix, Don Beddoe, Roger Mobley—Harvard
FATE OF A MAN—Sergei Bondarchuk—Mosfilm (U. S. A.-U. S. S. R. Cultural Agreement Film)
GERONIMO—(TC)—Chuck Connors
LAND WE LOVE, THE—(C; Panavision)—James Mason, Kate Manx, Neville Brand—Daystar
OLDEST CONFESSION, THE—Rex Harrison, Rita Hayworth
PARIS BLUES—Paul Newman, Joanne Woodward—Pennebaker
POCKETFUL OF MIRACLES—Glenn Ford, Bette Davis, Hope Lange—Capra
SOLDIERS 3—(TC; Panavision)—Frank Sinatra, Ruta Lee, Dean Martin—Essex
SOMETHING WILD—Carroll Baker, Ralph Meeker—Prometheus
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
THREE ON A SPREE—Jack Watling, Carole Lesley—Caralan
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
WEST SIDE STORY—(Panavision 70; EC)—Natalie Wood, Richard Beymer—Mirisch

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6021 **BETWEEN TIME AND ETERNITY**—D-84m.—(C)—Lilli Palmer, Carlos Thompson—4730 (8-17-60)—Drama has most attraction for women—Filmed abroad; dubbed in English
6120 **BLAST OF SILENCE**—MD-77m.—Allen Boren, Molly McCarthy—4810 (4-19-61)—Better program entry
6018 **COLLEGE CONFIDENTIAL**—D-90m.—Steve Allen, Jayne Meadows, Mamie Van Doren—4734 (8-31-60)—For the lower half
6019 **CHARTROOSE CABOOSE**—D-75m.—(EC)—Molly Bee, Ben Cooper—4719 (7-2-60)—Okay programmer
6121 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4835 (6-28-61)—Highly enjoyable comedy
6115 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English
6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
6104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
6014 **LEECH WOMAN, THE**—MD-77m.—Coleen Gray, Philip Terry, Grant Williams—4719 (7-2-60)—Horror for the lower half
6101 **MIDNIGHT LACE**—D-108m—(EC)—Doris Day, Rex Harrison—4763 (10-26-60)—Lush, name-filled suspense drama looks like box-office winner
6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
6112 **POSSE FROM HELL**—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
PRIVATE LIVES OF ADAM AND EVE, THE—C-87m.—(Part color)—Mickey Rooney, Mamie VanDoren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
6106 **ROMANOFF AND JULIET**—C-103m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
6109 **SECRET WAYS, THE**—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
6020 **SEVEN WAYS FROM SUNDOWN**—W-86m.—(EC)—Audie Murphy, Venetia Stevenson—4758 (10-12-60)—Very good western
6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andre Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English
6017 **S. O. S PACIFIC**—D-92m.—Eddie Constantine, Pier Angeli—4722 (7-20-60)—Suspenseful entry good for program—English
6070 **SPARTACUS**—D-189m.—(Super Technirama 70; TC)—Kirk Douglas, Laurence Olivier, Jean Simmons—4759 (10-12-60)—High-rating epic ranks with the best
6119 **TAMMY TELL ME TRUE**—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
6110 **TOMBOY AND THE CHAMP**—D-92m. (EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
6118 **TROUBLE IN THE SKY**—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

6105 **SHAKEDOWN, THE**—Terence Morgan, Hazel Court—England

COMING

BACK STREET—(C)—Susan Hayward, John Gavin, Vera Miles
CAPE FEAR—Gregory Peck, Polly Bergen
FLOWER DRUM SONG—(C)—Nancy Kwan, James Shigeta
LAST HERO—(Panavision)—Kirk Douglas, Gena Rowlands
LOVER COME BACK—(C)—Rock Hudson, Doris Day, Tony Randall
OUTSIDER, THE—Tony Curtis, Miriam Colon

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

014 **BIMBO THE GREAT**—MD-93m.—(EC; CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
001 **CROWDED SKY, THE**—D-105m.—(TC)—Dana Andrews, Rhonda Fleming—4734 (8-31-60)—Yarn of men and planes has angle
005 **DARK AT THE TOP OF THE STAIRS, THE**—D-123m.—(TC)—Robert Preston, Dorothy McGuire—4754 (9-28-60)—Well-made interesting adult entry
013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-94m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
016 **FANNY**—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
008 **FEVER IN THE BLOOD, A**—D-117m.—Efrem Zimbalist, Jr., Angie Dickinson—4787 (1-25-61)—Interesting dramatic fare on world of politics
004 **GIRL OF THE NIGHT**—D-99m.—Anne Francis, Lloyd Nolan—4759 (10-12-60)—Exploitable clinical study of a prostitute—for adults only
009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry
921 **OCEAN'S ELEVEN**—CMD-127m.—(Panavision; TC)—Frank Sinatra, Dean Martin, Angie Dickinson—4730 (8-17-60)—Highly entertaining entry is sure boxoffice
015 **PARRISH**—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
011 **PORTRAIT OF A MOBSTER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charite Luna—4820 (5-17:61)—Good programmer
007 **SUNDOWNERS, THE**—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
002 **SUNRISE AT CAMPOBELLO**—BIO D-143m.—(TC)—Ralph Bellamy, Greer Garson—4754 (9-28-60)—Quality picturization of hit stage play
010 **WHITE WARRIOR, THE**—MD-86m.—(TC; DYALI-SCOPE)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English

COMING

Sept. **CLAUDELLE INGLISH**—Diane McBain, Arthur Kennedy

COMING FEATURES IN ORDER OF RELEASE

SPLENDOR IN THE GRASS—(TC)—Natalie Wood, Warren Beatty
COUCH, THE—Grant Williams, Shirley Knight
HOUSE OF WOMEN—Shirley Knight, Andrew Duggan
SAMAR—(TC)—George Montgomery, Zira Rodann
LAD: A DOG—(TC)—Peggy McCay, Peter Breck
MAJORITY OF ONE, A—(TC)—Rosalind Russell, Alec Guinness
MERRILL'S MARAUDERS—(TC)—Jeff Chandler, Ty Hardin
ROMAN SPRING OF MRS. STONE, THE—(C)—Vivien Leigh, Warren Beatty
SUSAN SLADE—(TC)—Troy Donahue, Connie Stevens, Dorothy McGuire
MUSIC MAN, THE—(TC)—Robert Preston, Shirley Jones

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

ABSENT MINDED PROFESSOR, THE—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one—Buena Vista
ATLAS—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-17-61)—Spectacle programmer for action spots—Filmgroup
CAREER GIRL—NOV-61m.—(C)—June Wilkinson—4727 (8-3-60)—Filler for exploitation spots—Astor
CAREER GIRLS ON A NAKED HOLIDAY—NOV.-65m.—Zelda Supplee—4798 (3-8-61)—Another nudist colony exposition—Brenner
CODE OF SILENCE—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half meller Sterling World Dist.
COLD WIND IN AUGUST, A—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aidart
CROWNING EXPERIENCE, THE—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral Re-Arament
DEAD ONE, THE—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras
DEADLY COMPANIONS, THE—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—(6-14-61)—Engrossing western hits the mark—Pathe-America
ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made in Denmark—Budd Rogers
GIRL IN LOVERS' LANE, THE—MD-78m.—Brett Halsey, Joyce Meadows—4727 (8-3-60)—Meller for the duallers—Filmgroup
GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay meller for duallers—Made in Brazil—Astor
HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
HIDEOUT IN THE SUN—NOV-72m.—(EC)—No credits available—4735 (8-31-60)—Fair nudist novelty—Astor
HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers—Buena Vista
HOUND THAT THOUGHT HE WAS A RACOON, THE—NOV-46m.—(TC)—Walt Disney—Live Action Featurette—4735 (8-31-60)—Excellent novelty nature subject—Buena Vista

One-Eyed Jacks	A3	Par.
One Foot In Hell	A3	Fox
One Hundred And One Dalmatians	A1	Misc.
Operation Bottleneck	A2	UA
•Operation Camel		A-I
Operation Eichmann	A3	AA
Oscar Wilde	C	For.
Ostrich Has Two Eggs, The		For.
•Outsider, The		U-I

P

Parent Trap, The	A1	Misc.
•Paris Blues		UA
Parrish	B	WB
Passport To China	A1	Col.
Payoff With Love		For.
Pepe	A1	Col.
Pharaoh's Woman	B	U-I
Picnic—RE		Col.
Picnic On The Grass		For.
•Pit And The Pendulum, The		A-I
•Play It Cool		Col.
Please Turn Over	A3	Col.
Pleasure of His Company, The	A2	Par.
•Plunderers, The	A3	AA
Pocketful Of Miracles		UA
Polico Dog Story	A1	UA
Portrait Of A Mobster	B	WB
Posse From Hell	A2	U-I
Prime Time, The	B	Misc.
Private Lives of Adam and Eve, The	B	U-I
•Private Love		MGM
•Professionals, The		AI

Q

•Queen's Guard, The		Fox

R

Raisin In The Sun, A	A2	Col.
Raymie	A1	AA
•Reptilicus		A-I
Rest is Silence, The		For.
Return To Peyton Place	A3	Fox
•Revolt of the Slaves		UA
Right Approach, The	B	Fox
Ring Of Fire	A3	MGM
Ritual Of Love		For.
Rocket Attack, U. S. A.		Misc.
•Roman Spring Of Mrs. Stone, The.		WB
Romanoff and Juliet	A1	U-I
Royal Ballet, The		For.
Rue De Paris	A3	For.

S

•St. George And The 7 Curses		UA
•Samar		WB
Sanctuary	B	Fox
Santa Claus	A1	For.
Saturday Night And Sunday Morning	C	For.
Savage Eye, The	C	Misc.
Savage Innocents	A3	Par.
School for Scoundrels	A2	For.
•Scream Of Fear		Col.
•Secret Of Monte Cristo, The		MGM
Secret of the Purple Reef	A2	Fox
•Sergeant Was A Lady		U-I
Secret Partner, The	A2	MGM
Secret Ways, The	A2	U-I
September Storm	B	Fox
Serengeti Shall Not Die	A1	AA
Seven Ways From Sundown	A2	U-I
Sex Kittens Go To College	B	AA
Sexpot		For.
Shadow Of The Cat	A2	U-I
Shadows		Misc.
•Shakedown, The	B	U-I
She Walks By Night		For.
She Was Like A Wild Chrysanthemum		For.
Sign of Zorro		Misc.
•Silent Call, The		Fox
Sin and Desire		For.
Sin of Rachel Cade, The	A3	WB
Snake Woman		UA
Sniper's Ridge	A2	Fox
Snow White And The 3 Stooges	A1	Fox
•Soldiers 3		UA
Solid Gold Cadiliac, The—RE	A2	Col.
•Something Wild		UA
Song of Sister Maria, The	A1	For.
Sons and Lovers	B	Fox
S. O. S. Pacific	A2	U-I
Spartacus	A3	U-I
Spessart Inn, The		For.
•Splendor in The Grass		WB
•Spider's Web, The		UA
Squad Car	B	Fox
Steel Claw, The	A2	WB
•Stop Me Before I Kill	A3	Col.
Stop, Look and Laugh	A1	Col.
Studs Lonigan	B	UA
•Summer and Smoke		Par.
Sundowners, The	A2	WB
Sun Lovers Holiday		Mis.
Sunrise at Campobello	A2	WB
Surprise Package	B	Col.
•Susan Slade		WB
Swiss Family Robinson	A1	Misc.
Sword of Sherwood Forest	A1	Col.
•Swordsman Of Sienna		MGM

T

Tammy Tells Me True	A1	U-I
•Tartars, The		MGM
Teacher And The Miracle, The	A1	For.
Ten Who Dared	A1	Misc.
Terror Of The Tongs	B	Col.
Tess o' the Storm Country	A2	Fox
They Were Ten		For.
•Thief Of Baghdad, The		MGM
39 Steps	A1	Fox
Three Blondes In His Life		Misc.
•Three On A Spree	A3	UA
•3 Stooges Meet Hercules, The		Col.
Three Worlds Of Gulliver	A1	Col.
Thunder In Carolina	B	Misc.
•Thunder Of Drums, A		MGM
•Time Bomb	A2	AA
Time Machine, The	A2	MGM
Tomboy And The Champ	A1	U-I
•Too Late Blues		Par.
Tormented, The	A2	AA
Trapp Family, The	A1	Fox
Trapped in Tangiers	A2	Fox
Trials Of Oscar Wilde, The (Green Carnation, The)	C	For.
Trouble in the Sky	A1	U-I
Tunes Of Glory	A3	For.
•Twenty Plus Two		AA
•20,000 Eyes	B	Fox
Twinkle And Shine (It Happened To Jane)—RE		Col.
Two Loves	B	MGM
Two Rode Together	A2	Col.
Two Way Stretch	A2	For.
Two Women		For.

U

Under Ten Flags	A1	Par.
•Underwater City, The		Col.
Underworld, U. S. A.	B	Col.
Unfaithfuls, The	A3	AA
Upstairs and Downstairs	A3	Fox

V

•Valiant, The		UA
Village Of The Damned, The	A2	MGM
Violent Summer, The		For.
Virgin Spring, The	A3	For.
Voyage To The Bottom Of The Sea	A1	Fox

W

Wackiest Ship in The Army, The	A1	Col.
Walk Tall	A1	Fox
Walking Target	A2	UA
Warrior Empress, The	B	Col.
Watch Your Stern	A1	For.
Weddings and Babies		Misc.
•West Side Story		UA
When The Clock Strikes		UA
Where The Boys Are	B	MGM
Where The Hot Wind Blows	B	MGM
White Warrior, The	A2	WB
Why Must I Die?	A3	A-I
Wild In The Country	B	Fox
Wild One, The—RE	B	Col.
Wild Ride, The		Misc.
•Wild Youth		Misc.
Wings Of Chance	A1	U-I
Wizard of Baghdad, The	A1	Fox
Wonders Of Aladdin, The		MGM
World Of Suzie Wong, The	B	Par.

Y

Young Have No Time, The	A3	For.
Young Jesse James	B	Fox
Young Love		For.
Young One, The	A3	Misc
Young Savages, The	A2	UA

JUNGLE CAT—NOV-70m.—(TC)—Walt Disney True Life Adventure—4735 (8-31-60)—Excellent nature study—Buena Vista
LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for duallers.—Filmgroup
LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitale gangster meller—Filmservice Dist.
MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer—Filmservice Dist. Corp.
MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
NATCHEZ TRACE—MD-80m—Zachary Scott, Marcia Henderson—4764 (10-26-60)—Okay historical action meller—Panorama
NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—(6-14-61)—Good action yarn for the program—Buena Vista
OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps orogram meller—Filmservice Dist. Corp
ONE HUNDRED AND ONE DALMATIONS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)—Buena Vista
PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all—Buena Vista
PRIME TIME, THE—MD-76m.—JoAnn LeCompte, James Brooks—4760 (10-12-60)—Amateurish 'teen-age meller for lower half—Mid Continent
ROCKET ATTACK, U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
SAVAGE EYE, THE—D-67m.—Barbara Baxley—4719 (7-6-60)—Unusual adult entry for art and specialty spots—Trans-Lux-Kingsley
SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
SIGN OF ZORRO, THE—W-89m.—Guy Williams, Henry Calvin—4719 (7-6-60)—Program western will ride in on Zorro name—Buena Vista
SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuiti—4776 (12-7-60)—Another nudist colony novelty—Made in Brazil—English commentary—Astor
SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade—Buena Vista
TEN WHO DARED—MD-92m.—(TC)—Brian Keith, John Beal—4756 (9-28-60)—Good adventure yarn—Buena Vista
THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema Associates
THUNDER IN CAROLINA—D-92m.—(C)—Rory Calhoun, Connie Hines—4723 (7-20-60)—Okay programmer—Howco
WEDDINGS AND BABIES—D-81m.—Viveca Lindfors, John Myhers—4768 (11-9-60)—For art houses—Morris Engel
WILD RIDE, THE—MD-63m.—Jack Nicholson, Georgianna Carter—4727 (8-3-60)—Teen-age meller for duallers—Filmgroup
WILD YOUTH—MD-70m.—Robert Hutton, Carol Ohmart—4760 (10-12-60)—For the lower half—Cinema Associates
YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ARGENTINE

END OF INNOCENCE—D-76m.—Elsa Daniel, Lautare Mura—4756 (9-28-60)—Okay for art and specialty spots—Titles—Kingsley Int.

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—Valiant
CARRY ON, NURSE—C-88m.—Kenneth Connor, Hattie Jacques—4726 (8-3-60)—Plenty of laughs for art houses and some conventional spots—Governor
ENTERTAINER, THE—D-97m.—Sir Laurence Olivier, Brenda de Banzie—4759 (10-12-60)—Off-beat, interesting entry for art and specialty spots—Continental
FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
FOR MEMBERS ONLY—NOV-87m.—(TC)—Brian Cobby, Shelley Martin—4759 (10-12-60)—Sexploitation nudist film for fast buck spots—Union
FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing Import—Films Around The World
GREEN CARNATION, THE—See the Trials of Oscar Wilde
LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
NEXT TO NO TIME—CD-93m.—(EC)—Kenneth More, Betsy Drake—4731 (8-17-60)—Moderately entertaining import—Show Corp. of America
OSCAR WILDE—D-96m.—Robert Morley, Phyllis Calvert—4723 (7-20-60)—For the art and specialty spots—Films Around the World
ROYAL BALLET, THE—BALLET-131m.—(EC)—Margot Fonteyn, Michael Somes—4760 (10-12-60)—Exquisite ballet film for art spots—Lopert
SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly Interesting import—Continental
SCHOOL FOR SCOUNDRELS—C-94m.—Ian Carmichael, Janette Scott—4731 (8-17-60)—Highly amusing Import—Continental
TRIALS OF OSCAR WILDE, THE (GREEN CARNATION, THE)—D-128m.—(Technirama; TC)—Peter Finch, Yvonne Mitchell—4723 (7-20-60)—For the art and specialty spots—Warwick
TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalone, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed In English—Film Representations

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior—
BIG CHIEF, THE—C-98m.—Fernandel, Gino Cervi—4723 (7-20-60)—Cute comedy—Titles—Continental
BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English Titles—Kingsley—Int.
DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed In English—Films Around The World
GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed In English—Fanfare
HIROSHIMA, MON AMOUR—D-88m.—Emmanuelle Riva, Eiji Okada—4719 (7-2-60)—Tale of romance and the evils of war for art and specialty spots—Titles—Zenith International
LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots—Titles and narration—Kingsley-Int.
LOVE GAME, THE—D-88m.—Jean-Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
MARIE OCTOBRE—D-98m.—Danielle Darrieux, Bernard Blier—4763 (10-26-60)—Compelling import for art spots—English titles—Lopert
MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
NO MORALS—MD-77m.—(Colorscopic)—Jeanne Moreau, Robert Dalban—4735 (8-31-60)—Exploitable Import for art and specialty spots—Titles—Mishkin
OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art, specialty spots—English titles—Janus
PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
RITUAL OF LOVE—DIC-73m.—(EC)—4756 (9-28-60)—Exploitable anthropological subject for artspots—English narration—Pacemaker
RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
SEXPOT—MD-93m.—Magali Noel, Philippe Lemaire—4735 (8-31-60)—Strictly for art, specialty houses—Titles—Mishkin
SIN AND DESIRE—D-77m.—Francoise Arnoul, Andre LeGall—4763 (10-26-60)—Import not of art house calibre—Dubbed In English—Atlantis

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elisabeth Mueller—4766 (11-9-60)—Well-made, suspenseful Import—English titles—President
HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed In English—Continental

IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed In English—Continental
REST IS SILENCE, THE—D-106m.—Hardy Kruger, Ingrid Andree—4752 (9-14-60)—Interesting art house entry—Titles—Films Around The World
SHE WALKS BY NIGHT—D-85m.—Belinda Lee—4731 (8-17-60)—Adult fare for specialty spots—Dubbed in English—Woolner
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

GREEK

NEVER ON SUNDAY—C-91m.—Melina Mercouri, Jules Dassin—4763 (10-26-60)—Delightful comedy is art house winner and could surprise elsewhere—English dialogue—Lopert

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teomi—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnnson—4806 (4-5-61)—Fair tale of miscegination and mystery—Dubbed in English—Atlantis
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
HEAVEN ON EARTH—D-84m.—(EC)—Barbara Florian, Charles Fawcett—4763 (10-26-60)—Interesting tour of Rome with romantic dressing—Dubbed in English—JB Film Dist.
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
LOVE SPECIALIST, THE—C-104m.—(TE; TC)—Diana Dors, Vittorio Gassman—4756 (9-28-60)—Light weight import can be sold in some spots on name values—Dubbed in English—Madison
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevola—4807 (4-5-61)—Heart-touching import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

JAPANESE

CARMEN COMES HOME—CD-87m.—Hideko Takamine, Toshiko Kobayashi—4730 (8-17-60)—Cute entry for art spots—English titles—Brandon
PAYOFF WITH LOVE—CD-104m.—(Grandscope; EC)—Keiji Sada, Mariko Okada—4723 (7-20-60)—Cute, unusual and scenic import—English titles—Alan
SHE WAS LIKE A WILD CHRYSANTHEMUM—D-100m.—Chishu Ryu, Noriko Arita—4727 (8-3-60)—Fair import—English titles—Brandon

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray
SANTA CLAUS—FAN-94m.—(EC)—Joseph Elias Moreno—4760 (10-12-60)—For the kiddies—Dubbed in English—K. Gordon Murray

SPANISH

SONG OF SISTER MARIA, THE—D-81m.—Dominque Blanchar—4727 (8-3-60)—Mild religious entry—Dubbed in English—Citation

SWEDISH

DREAMS—D-86m.—Harriet Andersson, Gunnar Bjornstrand—4726 (8-3-60)—Satisfactory import has Bergman name—Titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Birgitta Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimir Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Union

YUGOSLAVIAN

MICHAEL STROGOFF—MD-115m.—(CS; C)—Curt Jurgens, Genevieve Page—4719 (7-2-60)—Good adventure yarn—Dubbed in English—Continental

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The Shorts Parade

1958-59—1959-60 Season
(Rating: E—Excellent; G—Good; F—Fair; B—Bad)

Columbia

TWO REEL

MUSICAL TRAVELARKS

3441 (Dec.) Wonders of Puerto Rico ....G 20m. 4563

COLOR FEATURETTES

4441 (Nov.) Wonderful Gibraltar .....G 18m. 4663
4442 (Mar.) Wonders of Ontario .....G 17½m. 4699
Wonderful Hong Kong ....G 20m. 4799

COMEDIES

THE THREE STOOGES

3402 (Oct.) Flying Saucer Daffy .....G 17m. 4539
3403 (Dec.) Oil's Well That Ends Well ..F 17m. 4567
3404 (Feb.) Triple Crossed .....F 17m. 4567
3405 (June) Sappy Bull Fighters .....F 16m. 4652

SPECIAL

(Eastman Color)
The Golden Fish .....E 20m. 4648

ONE REEL

MAGOOS

(Technicolor)

3752 (Oct.) Love Comes To Magoo ....G 6m. 4539
3753 (Nov.) Gumshoe Magoo .....E 6m. 4564
3754 (Jan.) Bwana Magoo .....G 6m. 4568
3755 (Mar.) Magoo's Homecoming .....G 6m. 4599
3756 (Apr.) Merry Minstrel Magoo .....G 6m. 4599
3757 (May) Magoo's Lodge Brother ....G 6m. 4607
3758 (July) Terror Faces Magoo .....G 6m. 4615

LOOPY DE LOOP COLOR CARTOONS

4701 (Nov.) Wolf Hounded .....E 7m. 4664
4702 (Dec.) Little Bo Bopped .....G 6m. 4676
4703 (Mar.) Tale Of A Wolf .....G 7m. 4704
4704 (Apr.) Life With Loopy .....G 7m. 4699
4705 (May) Creepy Time Pal .....G 9m. 4799
4706 (June) Snoopy Loopy .....G 6m. 4800
4707 (July) The Do Good Wolf .....G 7m. 4799
5701 (Sept.) No Biz Like Shoe Biz .....
5702 (Dec.) Here, Kiddie, Kiddie .....

HAM AND HATTIE CARTOONS

(Technicolor)

3511 (Oct.) Spring and Saganaki .....G 7m. 4540
3512 (Jan.) Picnics Are Fun .....E 7m. 4564

COLOR CARTOON SPECIAL

5501 (Nov.) Polygamus Polonius .....F 8m. 4823

WORLD OF SPORTS

3802 (Oct.) Rasslin' Ref' .....F 9m. 4540
3803 (Dec.) Sportsmen's Paradise .....G 9m. 4564
3804 (Feb.) Aquatic Carnival .....F 9m. 4568
3805 (Apr.) Racquet Magic .....G 9m. 4615
3806 (June) Jungle Adventure .....G 10m. 4615
4801 (Sept.) Wheeling Wizards .....G 9m. 4664
4802 (Nov.) Tee Marvels .....G 10m. 4680
4803 (Feb.) Greatest Show On Water ..F 10m. 4732
4804 (Mar.) Swinging Down The Lane ..F 8m. 4704
4805 (June) Battling Big Bass .....G 10m. 4800
4806 (Aug.) Holiday For Champions ....F 9m. 4804
5801 (Dec.) Rasslin' Champs .....

COLUMBIA REISSUES

ASSORTED AND COMEDY FAVORITES

TWO REELS

4421 Super Wolf .....F 16m. 2740
4422 A Fool And His Honey .....F 16m. 3243
4423 Hooked And Rooked .....F 17m. 3292
4424 Trouble In-Laws .....F 16m. 3195
4425 Blonde Atom Bomb .....F 17m. 3064
4426 Heebie Gee-Gees .....F 16½m. 3225
4431 Fraidy Cat .....G 16m. 3218
4432 Champ Steps Out .....F 17m. 3209
4433 Dizzy Yardbird .....F 17m. 2830
4434 Innocently Guilty .....F 16m. 3021
4435 Rootin' Tootin' Tenderfeet ..F 16m. 3266
4436 Wedding Yells .....G 16m. 3040
5421 One Shivery Night .....G 16½m. 2897
5422 House About It .....G 16½m. 2914
5423 Hold That Monkey .....F 16m. 2805
5431 Waiting In The Lurch .....F 15½m. 2734
5432 Radio Riot .....F 16m. 2583
5433 Bride And Gloom .....F 16m. 2154

THE THREE STOOGES REISSUES

4401 Up In Daisy's Pent House ..F 17m. 3472
4402 Booty And The Beast .....F 17m. 3498
4403 Loose Loot .....F 16m. 3525
4404 Tricky Dicks .....F 16m. 3542
4405 Rip, Sew And Stitch .....F 17m. 3630
4406 Bubble Trouble .....F 16½m. 3630
4407 Goof On The Roof .....F 16½m. 3673
4408 Spooks .....G 15½m. 3706
5401 Income Tax Sappy .....F 16½m. 3706
5402 Pardon My Backfire .....E 16m. 3730
5403 Musty Musketeers .....F 16m. 3758

SERIALS

TWO REELS

Wild Bill Hickok .....E 15EP. 170
Captain Video .....G 15EP. 3209
Tex Granger .....G 15EP. 2369
4121 Pirates Of The High Seas ..F 15EP. 2964
4140 King Of The Congo .....
4160 The Lost Planet .....F 15EP. 3542
5120 Apache Avenger—Son Of Geronimo .....G 15EP. 3410

COLOR FAVORITES CARTOONS

(Technicolor)

4601 Gerald McBoing Boing's Symphony ....E 8m. 3435
4602 Animal Crackers Circus ....G 7m. 198
4603 Bringing Up Mother .....E 7m. 3707
4604 Glee Worms .....G 7m. 2534
4605 The Tell Tale Heart .....E 8m. 3631
4606 Little Match Girl .....G 8m. 2534
4607 The Man On The Flying Trapeze .....G 7m. 3758
4608 Rocky Road To Ruin .....G 8m. 3585
4609 Pete Hothead .....F 7m. 3402
4610 Lo The Poor Buffalo .....G 7m. 2506
4611 Unicorn In The Garden ....E 7m. 3631
4612 The Mountain Ears .....G 7m. 3333
4613 Fudget's Budget .....E 7m. 3773
4614 Black-Board Review .....F 7m. 494
4615 Ballet Oop .....E 7m. 3706

MAGOO CARTOON REISSUES

4751 Ragtime Bear .....F 7m. 2740
4752 Spellbound Hound .....E 7m. 2814
4753 Trouble Indemnity .....G 7m. 2943
4754 Bungled Bungalo .....E 7m. 3021
4755 Barefaced Flatfoot .....E 7m. 3074
4756 Fuddy Duddy Buddy .....E 7m. 3194
4757 Grizzly Golfer .....G 7m. 3219
4758 Sloppy Jalopy .....E 7m. 3235
5751 The Dog Snatcher .....E 7m. 3326
5752 When Magoo Flew .....E 7m. 3857
5753 Pink And Blue Blues .....G 7m. 3379
5754 Magoo Makes News .....

CANDID MICROPHONES

4551 Number 4, Series 6 .....F 10m. 3129
4552 Number 5, Series 6 .....
4553 Number 1, Series 1 .....
4554 Number 2, Series 1 .....
4555 Number 3, Series 1 .....
5551 Number 1, Series 2 .....
5552 Number 2, Series 2 .....

ANIMAL CAVALCADES

3951 Chimp-Antics .....G 10½m. 3418
3952 Jungle Monarchs .....F 10m. 3473
3953 Greyhound Capers .....F 9m. 3585
3954 The Three Big Bears .....F 7m. 3623

FILM NOVELTIES

3851	Rhapsody On Ice	G	9m. 2557
3852	A Lass In Alaska	F	10½m. 2497
3853	Aren't We All	F	10½m. 2328
3854	Magic Stone	G	10m. 1820
3855	Babies By Bannister	E	8½m. 1383
3856	Community Sing No. 1	G	10m. 2243
4851	Sitka Sue	F	11m. 2591
4852	This Is Versailles	G	10m. 3585
4853	Beyond The Frontier	G	10m. 3562
5851	Canine Crimebusters	G	10m. 3758
5852	Push Back The Edge	G	10m. 3774

THRILLS OF MUSIC

4951	Jerry Wald And Orchestra	G	10m. 3388
4952	Machito And Orchestra	G	10m. 3699
4953	Les Elgart And Orchestra	G	10m. 3499
4954	Ray McKinley and Orch.	G	9m. 3435
5951	Ray Anthony And Orch.	G	10m. 3425
5952	Shorty Sherlock And Orch.	G	10m. 3534

MGM

REISSUES
(1960-61)
ONE REEL

GOLD MEDAL REPRINT CARTOONS

In Technicolor

W-261	Pet Peeve	F	7m. 3919
W-262	Mice Follies	G	7m. 3831
W-263	Touche Pussy Cat	G	7m. 3947
W-264	Farm Of Tomorrow	G	7m. 3831
W-265	Southbound Duckling	G	7m. 3919
W-266	Neapolitan Mouse	G	7m. 3831
W-267	Pup On A Picnic	F	7m. 3947
W-268	The Flea Circus	G	7m. 3842
W-269	Downhearted Duckling	G	7m. 3973
W-270	Dixieland Droopie	E	7m. 3973
W-271	Field and Stream	G	7m. 3973
W-272	Mouse For Sale	F	7m. 3973
W-273	Cat Fishin'	F	7m. 3842
W-274	Part Time Pal	G	7m. 3900
W-275	Cat Concerto	E	7m. 3900
W-276	Dr. Jekyll and Mr. Mouse	G	7m. 3947

Paramount

TWO REEL
SPECIAL
(VistaVision; Technicolor)

	VistaVision Visits Spain	E	18m. 4532

SPECIALS
(Eastman Color)

B20-1	(July) Carnival In Quebec	E	16m. 4731
B20-2	(Aug.) Boats 'A' Poppin	E	18m. 4731
B20-3	(April) Lifeline To Hongkong	E	18m. 4823

ONE REEL
CASPER CARTOONS
(Technicolor)

B18-1	(Jan.) Doing What's Fright	F	6m. 4580
B18-2	(Mar.) Down To Mirth	G	7m. 4599
B18-3	(June) Not Ghoulty	G	9m. 4631
B18-4	(July) Casper's Birthday Party	G	6m. 4652

THE CAT

C20-1	(Sept.) Top Cat	G	6m. 4800
C20-2	(Jan.) Cool Cat Blues		

HERMAN AND KATNIP

H18-4	(Oct.) Katnip's Big Day	F	7m. 4664

JEEPERS AND CREEPERS

J19-1	(Jan.) The Boss Is Always Right	G	6m. 4684
J19-2	(Mar.) Trouble Date	G	7m. 4747
J19-3	( ) Busy Buddies	G	6m. 4735
J19-4	(Sept.) Scouting For Trouble	F	6m. 4779

NOVELTOONS
(Technicolor)

P19-5	(July) Counter Attack	F	6m. 4764
P19-6	(Aug.) Turning The Fables	F	6m. 4764
P19-7	(Sept.) Fine Feathered Friend	G	7m. 4779
P19-8	(Oct.) Planet Mouseola	G	7m. 4779
P20-1	(Nov.) Northern Mites	G	6m. 4800
P20-2	(Dec.) Miceniks		
P20-3	(Feb.) The Lion's Busy	F	7m. 4823
P20-4	(March) Goodie The Gremlin		
P20-5	(March) Alvin's Solo Flight		
P20-6	(April) Hound About That		

MODERN MADCAPS

M19-6	(July) Electronica	F	6m. 4764
M19-7	(Aug.) Shootin' Stars	G	6m. 4764
M19-8	(Sept.) Disguise The Limit	F	6m. 4764
M20-1	(Oct.) Galaxia	G	7m. 4779
M20-2	(Nov.) Bouncing Bunny	F	6m. 4799
M20-3	(Dec.) Terry The Terror		
M20-4	(Jan.) Phantom Moustacher		
M20-5	(Feb.) The Kid From Mars	G	7m. 4823
M20-6	(April) Mighty Termite		

SPORTS ILLUSTRATED
(Color)

D20-1	(July) King of the Keys	G	9m. 4747
D20-2	(Sept.) The Big A	G	10m. 4779
D20-3	(Nov.) A Sport Is Born	E	10m. 4800
D20-4	(March) Ten Pin Tour	G	10m. 4823

TRAVELRAMA
(Color)

T20-1	(March) Porpoise Posse	G	10m. 4823

PARAMOUNT REISSUES

CARTOON CHAMPIONS

S20-1	Rail Rodents	G	7m. 3919
S20-2	Robin Rodenthood	G	7m. 3947
S20-3	A Bicep Built For Two	G	7m. 4002
S20-4	Mouse Trapeze	G	7m. 4051
S20-5	Fido Beta Kappa	G	6m. 3857
S20-6	No Ifs, Ands Or Butts	G	7m. 3919
S20-7	Candy Cabaret	F	7m. 3766
S20-8	Oily Bird	F	7m. 3805

20th Century-Fox

ONE REEL
CINEMASCOPE
MOVIETONE ADVENTURES
(Color)

7912	(Aug.) Impressions Of Moscow	G	9m. 4664
7001	(Jan.) State 50	G	10m. 4712
7002	(Feb.) Navy Angels	F	8m. 4711
7003	(Mar.) Sam Snead Shows You How	F	9m. 4764
7004	(Mar.) Assignment Japan	G	9m. 4779
7005	(May) Jibs and Spinnakers	G	9m. 4779
7006	(June) Assignment Philippines	G	9m. 4779
7007	( ) Exercise Little Bear	G	9m. 4779
7008	(Sept.) Sampans To Safety	E	9m. 4800
7009	(Oct.) Assignment Thialand	E	9m. 4800
7010	(Nov.) Underwater Demolition Team	G	9m. 4804
7011	(Dec.) Assignment Turkey	G	10m. 4800
7012	(Dec.) Down The Road	G	10m. 4800
7101	(Jan.) Australian Water Sports		
7102	(Feb.) Assignment Mexico		
7103	(March) Adventure In Rhythm		

TWO REEL
CINEMASCOPE SPECIALS

7971	(Oct.) Assignment South Pacific	G	17m. 4680
7972	(Nov.) Assignment New Zealand	G	15m. 4680

SPECIAL

7051	(Apr.) Her Royal Highness	G	10m. 4779
7054	(July) Tiger In The Tea	G	10m. 4779
7055	(Nov.) Call Of The Holy Land	E	18m. 4779

ONE REEL
CINEMASCOPE TERRYTOONS
(Technicolor)

5911	(Nov.) Outer Space Visitors	F	6m. 4648
5912	(Dec.) The Leaky Faucet	F	6m. 4663
5001	(Jan.) Hide And Go Sidney	F	6m. 4684
5002	(Feb.) Misunderstood Giant	F	6m. 4684
5003	(Mar.) Foofle's Picnic	F	6m. 4684
5004	(April) The Famous Ride	F	6m. 4735
5005	(May) Tusk Tusk	F	6m. 4779
5006	(June) Hearts And Glowers	F	6m. 4779
5007	(July) The Wayward Hat	F	6m. 4799
5008	(Aug.) The Litlest Bully	F	6m. 4799
5009	(Sept.) Two Ton Baby Sitter	F	6m. 4799
5010	(Oct.) Tin Pan Alley Cat	F	6m. 4799
5011	(Nov.) House of Hashimoto	G	6m. 4799
5012	(Jan.) Daniel Boone, Jr.	F	6m. 4799
5101	(Feb.) Night Life In Tokyo	G	6m. 4823
5102	(March) So-Sorry, Pussycat		

ALL PURPOSE TECHNICOLOR CARTOONS

5021	(Jan.) Thousand Smile Check-Up	F	6m. 4704
5022	(Mar.) Tiger King	G	6m. 4712
5023	(May) Mint Men	F	6m. 4768
5024	(July) Trapeze Please		
5025	(Oct.) Deep Sea Doodle	F	6m. 4799
5026	(Nov.) Stunt Men	F	6m. 4800
5121	(Jan.) Mysterious Package	G	6m. 4812
5122	(Feb.) Cat Alarm	G	6m. 4810
5123	(March) Drum Roll		

20TH CENTURY-FOX REISSUES

TERRYTOON TOPPERS

5031	How To Relax		
5032	The Helpless Hippo		
5033	Nonsense Newsreel		

Universal-International

TWO REEL
SPECIALS IN COLOR

4001	( ) The Boy Who Owned A Melephant	G	19m. 4652
4002	(Nov.) Majestic Island (CS)	G	18m. 4680
4003	(Mar.) Pacific Paradise	G	14m. 4727

ONE REEL
SPECIAL

	Twenty-Five Years Ago Today	G	17½m. 4731

COLOR PARADES (8)

4071	(Nov.) The Irish In Me	E	9m. 4664
4072	(Dec.) Honorable Myrtle	E	9m. 4676
4073	(Jan.) Fragrant Harbor	G	9m. 4676
4074	(Mar.) Hi Colorado (CS)	G	10m. 4683
4075	( ) Ageless Artistry	F	9m. 4732
4076	(June) Golden Peninsula	G	9m. 4779
4077	(July) Tahiti Nui		
4078	(Aug.) Alaskan Adventure		
4171	(Nov.) Valley Of The Mekong	G	9m. 4823
4172	(Dec.) The Lion City	G	9m. 4812
4173	(Jan.) Treasures Of Istanbul	G	9m. 4812
4174	(Feb.) Down Jamaica Way	G	9m. 4823

WALTER LANTZ COLOR CARTUNES (13)

3922	(Oct.) Romp In A Swamp	G	6m. 4652
3923	(Sept.) Space Mouse	G	6m. 4652
4011	(Nov.) Kiddie League	G	6m. 4664
4012	(Dec.) Mouse Trapped	F	6m. 4676
4013	(Jan.) Billion-Dollar Boner	G	6m. 4727
4014	(Feb.) Witty Kitty	F	6m. 4728
4015	(Mar.) Pistol Packin' Woodpecker	G	6m. 4731
4016	(Mar.) Heop Big Hepcat	G	6m. 4731
4017	(April) Ballyhooey	G	6m. 4731
4018	(May) How to Stuff A Woodpecker	F	6m. 4735
4019	(June) Bats In The Belfry	G	6m. 4768
4020	(July) Woody's Ozark Lark	G	6m. 4768
4021	(Aug.) Fished Hooked		
4022	(Sept.) Freeloading Feline	F	6m. 4768
4023	(Oct.) Hunger Strife	F	6m. 4779
4111	(Nov.) Southern Fried Hospitality	G	6m. 4812
4112	(Dec.) Fowled Up Falcon	G	6m. 4810
4113	(Jan.) Poop Deck Pirate	G	6m. 4812
4114	(Jan.) Rough And Tumble-Weed	F	6m. 4812
4115	(Feb.) Eggnapper		

UNIVERSAL-INTERNATIONAL REISSUES

WOODY WOODPECKER CARTUNES

4131	Helter Skelter	G	6m. 3894
4132	Witch Crafty	F	6m. 3926
4133	Private Eye Pooch	G	6m. 3947
4134	Bedtime Bedlam	G	6m. 3973
4135	Square Shootin' Square	G	6m. 4009
4136	Bunco Busters	G	6m. 4042

Warners

ONE REEL
BUGS BUNNY SPECIALS
(Technicolor)

8721	Sept.) From Hare To Heir	F	6m. 4800
8722	(Dec.) Lighter Than Hare	G	7m. 4810
8723	(Moy) Abominable Snow Rabbit		
8724	(July) Compressed Hare		

MERRIE MELODIES-LOONEY TUNES
(Technicolor)

7713	(July) Ready Woolen And Able	G	6m. 4764
7714	(Aug.) Mouse Follies	F	6m. 4764
8701	(Sept.) The Dixie Fryer	G	6m. 4804
8702	(Oct.) Hopalong Casualty	F	6m. 4804
8703	(Oct.) Trip For Tat	G	6m. 4800
8704	(Nov.) Doggone People	G	6m. 4799
8705	(Dec.) High Note	G	7m. 4800
8706	(Jon.) Cannery Woe	F	7m. 4810
8707	(Jan.) Zip 'n' Snort	F	7m. 4812
8708	(Feb.) Happy Daze	G	7m. 4810
8709	(Feb.) Mouse On 57th Street	G	7m. 4812
8710	(Mar.) Strangled Eggs	G	7m. 4812
8711	(Apr.) Birds Of A Father		
8712	(Apr.) D'Fightin' Ones		
8713	(June) Lickety-Splat		
8714	(June) Scent Of The Matterhorn		
8715	(July) Rebel Without Claws		
8716	(Aug.) Pied Piper Of Guadalupe		

SPECIAL
(CinemasScope, Technicolor)

	Israel	E	32m. 4676

WARNERS' REISSUES

BLUE RIBBON HIT PARADE CARTOONS

8307	Bunny Hugged	F	7m. 3056
8308	Wearing Of The Grin	G	7m. 3107
8309	Beep Beep	F	7m. 3318
8310	Rabbit Fire	E	7m. 3080
8311	Feed The Kitty	F	7m. 3235
8312	Lion's Busy		
8313	Thumb Fun		
8314	Corn Plastered		
8315	Kiddin' The Kitty		
8316	Ballot Box Bunny		

WORLD WIDE COLOR ADVENTURE SPECIALS
TWO REEL

8001	Enchanted Islonds	G	20m. 3129
8002	The Man From New Orleans	G	19m. 2443
8003	Winter Wonders		

ONE REEL

8501	Riviera Days	E	10m. 2867
8502	Alpine Champions	E	10m. 2850
8503	Kings Of The Rockies	G	9m. 2754
8504	Grandad Of Races		
8505	Snow Frolics		
8506	Hawaiian Sports		

Miscellaneous

	Berlin, Germany's Capital (Casino)	G	16m. 4711
	Black Cat, The (EC) (Continental)	E	22m. 4699
	Day Of The Painter (EC) (Kingsley-Int.)	E	15m. 4779
	Glass (TC) (Arthur)	E	8m. 4731
	How Difficult To Be An Adult (Casino)	G	14m. 4712
	The Interview (Kingsley-Int.)	E	5m. 4779
	Japan (CS, C) (Buena Vista)	E	28m. 4778
	Moonbird (C) (Harrison)	G	9m. 4699
	Patterson-Johannson Fight (UA)	E	20m. 4804
	Petra, The Red Rose City (C) (Casino)	G	11m. 4712
	Pull My Daisy (D'Antonio)	F	27m. 4778
	Rhapsody Of Steel (TC) (Jam Handy)	G	23m. 4711
	Saga Of Windwagon Smith, The (TC) (BV)	E	13m. 4808
	The Violinist (EC) (Kingsley-Int.)	E	7m. 4779

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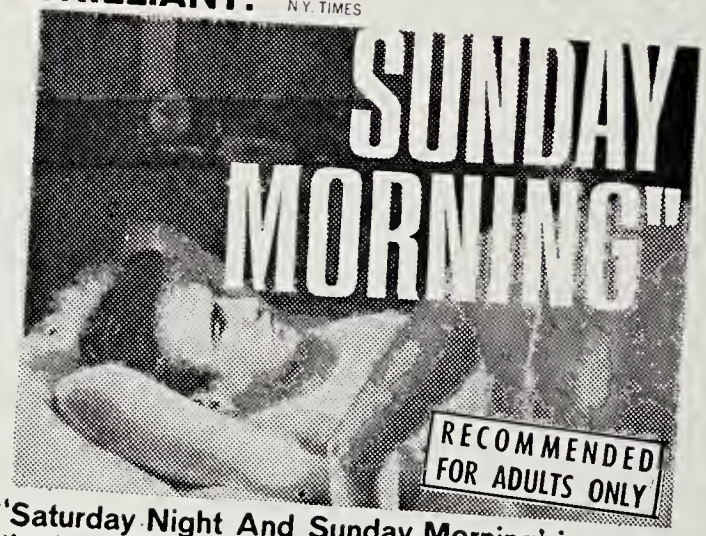
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SHOWMEN'S TRADE REVIEW

Founded in 1933 by
CHARLES E. "Chick" LEWIS

JULY 12, 1961 | Volume 66 | Number 6

IN THREE SECTIONS · THIS IS SECTION ONE



Hyman Will Meet Film Sales Chiefs

(See Page 7)

Physical Theatre-Extra Profits Dept.

Abe Montague, Columbia executive vice-president, has been named industry Pioneer of the Year by the Motion Picture Pioneers. He will be honored at the group's annual dinner at New York's Waldorf Astoria on Nov. 20.

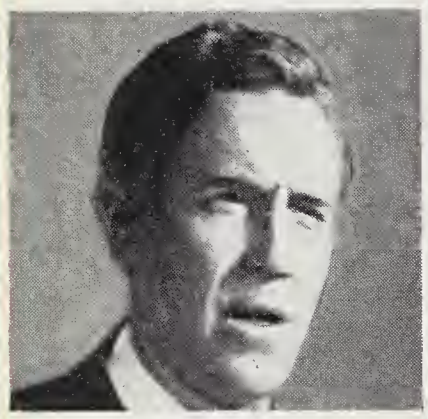
View From A Cloudy Window . . . see editorial—page 5



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as 'CLARISSA'

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MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 6

JULY 12, 1961



VIEW FROM A CLOUDY WINDOW

An exhibitor lives, works, and plays with the fellow members of the community in which he operates his theatre. This is true even in large circuit operations where the intelligent executive will listen to the suggestions of his local managers on subjects pertaining exclusively to a certain area.

As a result, it is logical to suppose that no one has a better idea of the entertainment likes and dislikes of particular filmgoers than the local theatreman. But since when has this business been run logically?

More and more, it becomes evident that the current film shortage has resulted in some distributors setting up barriers to proper theatre operation by those who own and operate the houses. It is almost as though the ivory tower dwellers were magically turned into experts on purely local problems in a thousand different communities.

Here is a case in point. Recently, a distributor with a film that seemed a strong boxoffice possibility proceeded to tell an exhibitor that the date he submitted for his playdate was completely unacceptable. This genius who never operated a theatre refused to take a date after Labor Day with the strange reasoning that this was inherently a bad week. The public, he explained, is busy unpacking and recovering from vacations.

Now there is a fancy piece of reasoning. No notice is taken of the fact that thousands and millions of people everywhere have long since returned from vacations or have not yet taken a vacation. Somewhere in the ivory tower it is written that all America is on vacation until Labor Day, and no one can tell the ivory tower dweller anything different.

Two first-run downtown houses we are familiar with were forced to play pictures for as long as three extra weeks before they could replace them. In both cases, the films were held over although they had long since ceased to do business because nothing else was available. Again, the local realistic situation was ignored so that the dictates of the ivory tower could be followed.

Here is another example. How about the producer, who of course never operated a theatre in his life, refusing to screen a picture for theatremen who will be expected to bid for the privilege of playing it because he considers such secrecy a good gimmick. The theatreman will sink or swim on the basis of how good his information on each film is, and to keep him in ignorance is the height of high-handed treatment. Recently, this department was asked by an exhibitor of an important first-run theatre to give an opinion on a top-flight major company release which the distributor had refused to screen. We had seen the film and advised him that it was solid entertainment with a fine commercial potential. He replied that the news had put him on Cloud 9. He had booked the picture blind and hoped he hadn't latched on to a turkey instead of a hit.

What a state of affairs. No wonder certain industry elements call for government intervention. We don't happen to think that this is the answer, but we do believe that practices such as those outlined above are incredible and indefensible.

The exhibitor or the branch manager is the best judge of local conditions, not the executive who looks at the world of entertainment through the cloudy windows of the ivory tower.

. . . AND SAVE THE AMMUNITION

We are getting a little tired of hearing exhibitor complaints that this or that film distributor has not solicited his business for a number of years. It is our feeling that the situation is not entirely the fault of distribution.

When salesmen or other distribution representatives inform the home office that a certain theatre is unwilling to pay a fair price for product, or has arbitrarily refused to buy company product, the position of the seller in the controversy is understandable. He merely reports to the home office that the theatre is no longer a "possibility."

The time has come for exhibitors to stand up and be counted if their disputes with distribution are truly legitimate. Let them advise the home office of their local problems. It seems good business sense to want to sell every potential customer. This publication has been requested to pinpoint such problems, and we will be happy to investigate them and expose wrongdoing. Our business is not so healthy that it can afford endless intramural squabbling.

We feel sure that the theatremen who most vociferously blast such practices will be the last to put themselves and their beliefs on record. These persons who allow themselves to be embroiled in lingering feuds that deprive them of a company's product for long periods of time will hide behind a cloak of anonymity. Or could we be wrong? Time will tell.

Just a few days ago, one exhibitor told us that he has not used a certain distributor's product for almost 16 years. Whew! What a long time to carry a grudge. Perhaps by now neither side can remember what started the battle in the first place.

At any rate, such wars are never won. Both sides are the sure losers. Let's all get in the "do-it-yourself" habit, and that includes finding our way out of difficulties that can only hurt our business.

Let's save the ammunition for our enemies.

NEWS CAPSULES

BROADWAY GROSSES

"Navarone," "Fanny" Lead Pack

NEW YORK—July 4 was just fair as lovely weather didn't help theatres a bit. "Guns of Navarone" and "Fanny" led the field.

"SNOW WHITE AND THE 3 STOOGES" (20th-Fox). Paramount reported $17,000 for the second week after a $25,000 opening session.

"FANNY" (WB). Radio City Music Hall opened with a big $200,000 after Paramount's **"PLEASURE OF HIS COMPANY"** garnered $141,000 in the fifth and last session.

"THE PARENT TRAP" (Buena Vista). Capitol announced $23,500 for the third week after a second session of $30,000.

"GONE WITH THE WIND" (MGM). Loew's State reported $21,000 for the 11th week after $21,500 for the 10th session.

"EXODUS" (UA). Warner took in $33,000 for the 30th week, after a 29th week of $35,000. Road show.

"SPARTACUS" (U-I). DeMille reported $24,000 for the 40th week, after $28,000 for the 39th week.

"THE NAKED EDGE" (UA). Victoria announced $26,000 for the second week after $32,000 in the opening session.

"GOODBYE AGAIN" (UA). Astor garnered $25,000 for the second week after an opening of $31,000.

"THE TRUTH" (Kingsley Int.). Forum held at $18,500 for the second week after an opening of $19,500.

"GUNS OF NAVARONE" (Columbia). Criterion continued smash with $73,000 in the third week after $78,000 in the second.

"TWO LOVES" (MGM). Rivoli had a third week of $10,000 after a second session of $11,000.

"THE LAST SUNSET" (U-I). Palace reported $13,500 for the fourth week after $14,500 for the third week.

"GUNS OF NAVARONE"

The tremendous business being garnered by Columbia's "Guns Of Navarone" in its earliest engagements is fitting tribute to a magnificent motion picture. This is top-quality high adventure that is first-rate in all departments, production, direction, photography, special effects, and performances.

The cast is high-powered in talent as well as in name value, with performers like Gregory Peck, Anthony Quinn, David Niven, James Darren, and other less known but equally talented actors and actresses delivering the jobs of their careers.

The infrequent filmgoer will receive a shock when he sees this one and realizes the impact of the big screen in comparison to the midget movies he has been watching at home.

Carl Foreman and Columbia have given the entire business a shot in the arm with this stellar entertainment package.

— JAY EMANUEL

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JULY 10

Ten Year Suit Ends; Court Rules For Exhib

By MARK GIBBONS

SAN FRANCISCO—After 10 years of battling through the Federal Court, Embassy Theatre operators Dan McLean and Lee Dibble emerged victors in their anti-trust suit against the major distributors and others to the tune of more than $600,000. On July 26, U. S. District Judge Lloyd H. Burke will grant a judgment in excess of $200,000 to the local independent exhibitors, which, under treble indemnity allowed under the Sherman and Clayton Acts, will amount to in excess of $600,000.

McLean and Dibble, in their original suit filed in December of 1950, claimed damages of almost $8,000,000 on the grounds of the defendants deprived them of first and second run films. While the final award is far from the amount asked, it is not believed the Embassy operators will appeal. Neither is it expected that the defense will appeal, although as it was noted in MOTION PICTURE EXHIBITOR by this reporter more than two years ago, the Embassy owners had turned down a $300,000 settlement by the defense which includes:

Paramount Pictures Inc., RKO Radio Pictures, Inc., Loew's Inc., Columbia Pictures Corp., 20th Century-Fox Film Corp., Universal Pictures Co. Inc., Fox West Coast Theatres, United Artists Corp., and half a dozen others.

In arriving at his decision, Judge Burke figured that the Embassy's income would have been 20 per cent higher with second run films from 1942 to 1947. Thus, on the basis of box office records submitted by the plaintiffs, that amount was more than $200,000 and trebled means more than $600,000.

The entire industry has watched the development of the Embassy case with considerable interest through the arduous courtroom maneuvering to this current decision.



Jack L. Warner (third from left), president of Warner Brothers Pictures, Inc., was met at the London Airport recently by (left to right) Gerry Blattner, WB European production supervisor; C. J. Latta, Associated British Picture Corp. managing director; Arthur Abeles, WB International vice-president; and D. J. Goodlatte, Associated British Cinemas managing director.

FILM FAMILY ALBUM

Gold Bands

Janice Arbib, of the Bronx, and **Joseph Infantino,** research department of the Motion Picture Association of America, were married recently at the home of the bride.

Marie Damato, secretary to **Herman Kass,** Universal Pictures executive in charge of national exploitation, was married at St. Finbar's Church, Brooklyn, N.Y., to **Salvatore LaFata.**

Obituaries

Hugo A. Alde, 84, a retired stage technician, died of a heart attack near Monte Cristo, Snohomish. He retired from the Music Hall Theatre in 1955. Born in London, he came to Seattle from Ontario in 1909 and was believed to have operated the first motion picture house in Seattle. He is survived by his wife, two sons, and four daughters.

Frederick F. Bullock, Jr., 61, director of the still department at 20th-Fox, died at his New York City home. With the company for 37 years, he had been a traffic man in the advertising and publicity departments, and had been an associate editor in the pressbook department. He was an active member of Screen Publicists Guild, local 65. Survivors include his widow, his mother, two brothers, and two sisters.

William J. Cornell, 35, and **Wallace Peter Prass,** 35, partners for five years in the Detroit theatrical and motion picture publicity firm of Cornell and Prass, and who just completed a campaign on Carl Foreman's Columbia release "The Guns Of Navarone," both died of suffocation in a fire in their apartment-office reportedly caused by a cigarette. Cornell is survived by his parents and grandmother, and Prass by his mother and a sister.

Foster R. Gauker, MGM's branch manager in Indianapolis, died. He had been with the company 39 years, and Indianapolis branch manager for the yast 19.

SW Profit Up

NEW YORK—S. H. Fabian, president of Stanley Warner Corporation, announced that the consolidated operating profit for the quarter ended May 27 was more than double the profit for the same period last year.

The profit for the quarter ended May 27 was $938,600, equivalent to 46 cents per share on the outstanding common stock. The profit for the same period one year ago was $454,300, equivalent to 22 cents per share.

The consolidated operating profit of Stanley Warner for the nine months ended May 27 was $3,285,500, or $1.62 per share which was 30 per cent more than the $2,530,300 earned during the corresponding nine months last year.

20th-Fox Ups Diamond

PHILADELPHIA—It has been learned that Samuel Diamond, 20th Century-Fox branch manager here for a number of years, has been promoted to a division manager's post. His successor has not been named as yet.

Hyman To Meet Distrib Sales Chiefs

AB-PT Exec To Inform Leaders Of Exhib Plans To Build Attendance During "Orphan" Periods

NEW YORK — Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, Inc., revealed that, in connection with the all-out drive to increase motion picture theatre attendance which will be the theme of his next Orderly Release Schedule, he has scheduled luncheon meetings with each of the sales chiefs of the 10 distribution companies whose releases will be included in the Schedule and their respective associates. These luncheon meetings will encompass two weeks starting July 10.

Hyman's purpose in holding these luncheon meetings is to acquaint each of the sales chiefs and their staffs with what exhibition proposes to do in its effort to increase attendance if given quality product released in an orderly fashion.

Hyman has already contacted the leading exhibitors of the country urging that they confer with other exhibitors in their areas and formulate plans for the drive to increase attendance which is scheduled to take place beginning on Labor Day and running through the end of the year. "The response," says Hyman, "has been very enthusiastic, and we intend to show each of the distributors a partial list of the exhibitors who have already promised cooperation.

We know that many more responses will be coming along from exhibitors as soon as they have formulated their plans for the drive, and we anticipate that all exhibitors who have endorsed Orderly Distribution will cooperate. It is our contention that exhibitors, with their local contacts with radio, television, newspapers, and merchants, can do far better in advertising and promotional campaigns at the grass roots level than anyone can do directing such campaigns from Hollywood or New York."

At each of these luncheon meetings, Hyman also intends to discuss with the respective distributors their releases for the balance of the year and as far into 1962 as information may be available. In particular, he will ask each of the distributors to name the picture or pictures they wish most to publicize and promote during the September-Through-Year-End Drive and in which particular areas they may wish to kick these pictures off. Hyman anticipates that these particular pictures will receive tailor-made, custom-built treatment from exhibitors all over the country as part of the drive to increase attendance.

Last but not least on the agenda of these luncheon meetings will be a request by Hyman of each of the distributors' sales chiefs and their staffs to make known any ideas and thoughts they may have which can be of aid in the drive to increase attendance. Of course, any such ideas and thoughts submitted will be circulated by Hyman among the exhibitors he has already contacted.

Hyman hopes that, in this way, the industry can generate a coordinated drive by all of its segments — production, distribution, and exhibition — to once and for all eliminate the attendance "bugaboo" which has plagued the industry over the past several years.

PCA Report Indicates Production Increase In '61

HOLLYWOOD—One hundred and thirty feature films were approved by the Production Code Administration in the first six months of this year, 12 more than at the same time in 1960.

This report was sent to Eric Johnston, president of the Motion Picture Association of America, by Geoffrey Shurlock, PCA administrator.

Of the total number of features, 57 were made abroad, 27 by American companies, and the remainder by foreign film organizations. In 1960, the same number—57—were made abroad in the first six months of the year, and of these 19 were produced by American companies.

If the present trend continues, the PCA should approve between 250-260 features during the year, considerably above the 211 total approved in 1960, the report stated.

ACE Extends Escrow

NEW YORK—S. H. Fabian, chairman, ACE Productions Committee, announced that the escrow had been extended until Friday, Aug. 16. The extension of the escrow was necessary because of various legal and financial problems which remain to be settled. The group has received more than $3,000,000 from circuits and other exhibitor contributors.

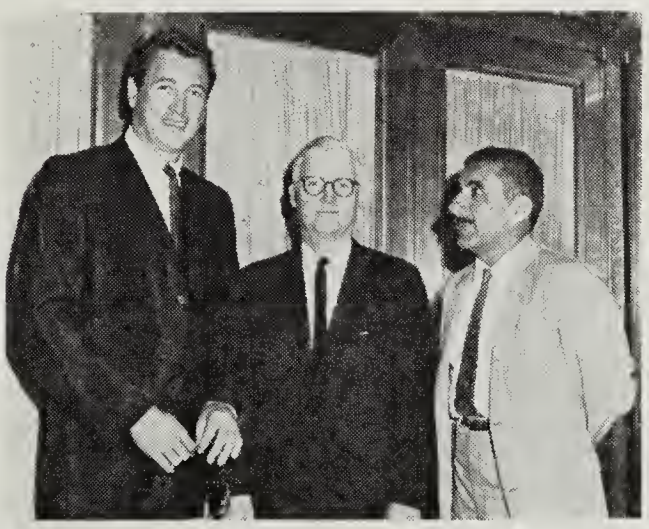
Fox-TV Names Shupert

HOLLYWOOD — George T. Shupert has been appointed director of television sales for 20th Century-Fox TV.

A former vice-president in charge of TV production for MGM and head of ABC Films, Inc., he will assume his new post Aug. 1 and will make his headquarters in New York.

WB Mulls Stock Split

NEW YORK—Warner Bros. Pictures, Inc., announced that the advisability of splitting the common stock of the company is being considered by management and their recommendations will be submitted to the board of directors at its next meeting, which will probably be held in September.



Rock Hudson, whose initial independent production, "Come September," will have its world premiere at Radio City Music Hall, New York City, in mid-August, is seen with, left to right, Universal vice-president and general sales manager "Hi" Martin and Philip Gerard, Universal eastern advertising and publicity director.

Third Film Company Attacks Atlanta Censor

ATLANTA, GA.—A third film company has launched a legal attack against the Atlanta Board of Censors, filing suit in Fulton Superior Court here for the right to show films in the city.

The company, H. Gordon Murray Productions, Inc., filed suit against the board, Mayor William B. Hartsfield, and Mrs. Christine Gilliam, censor, for the right to show two films barred from the city's theatres. A hearing was set on July 14.

The suit charged that Mrs. Gilliam had refused to screen or review the films, "Wasted Lives" and "The Birth of Twins." It further charged that she told the company's attorney that such screening would be a "waste of time and money."

The petition said that the films were not "obscene," and that they were now playing at the Fayetteville Drive-In, Fayetteville, Ga., which was approved by the censor board there, and has not been barred in any other cities in the United States where the company had distributed them. "Wasted Lives" won the film festival award in Cannes, France, according to the suit.

The suit cited the action of Fulton Judge Luther Alverson in rulling Atlanta's censorship ordinances as an unconstitutional prior restraint of free speech.

The judge enjoined the board of censors from interfering with the showing of "Never on Sunday" and "Room at the Top." The city has appealed the ruling to the Georgia Supreme Court.

Italian Pic Tops Berlin Fete

BERLIN — The XI Berlin Film Festival awarded the Golden Bear to Italy's "The Night" as best picture.

The only American winner was "Question Seven," made by Louis De Rochemont Associates for the U.S. Lutheran Church, which took the International Catholic Film Bureau prize and the Youth Film prize of the Berlin city government.

Israel's "Description Of A Struggle" won a Golden Bear for best full-length documentary.

The Silver Bear for best actress was won by Anna Karina for her role in France's "A Woman Is a Woman," which film also won a special prize and Silver Bear.

Peter Finch won a Silver Bear for best actor for his role in England's "No Love For Johnny."

Bernhard Wicki won a Silver Bear for best director with Germany's "The Miracle Of Father Malachias."

A second special prize was split by the Korean feature, "Mabu," and the Dutch film, "When It Does Not Come From The Heart."

"Nuremberg" Title Protected

HOLLYWOOD — Stanley Kramer was granted a preliminary injunction by Superior Judge Jerold E. Weil protecting his title, "Judgment At Nuremberg," for a forthcoming United Artists release.

The injunction bars Cy Roth and CR Enterprises from using competitive words in conjunction with "Nuremberg" in a title. Kramer earlier got a temporary order preventing their release of "Verdict At Nuremberg." A court trial on the issues will follow.

THE GUNS O

THE STANDARD BY W
MOTION PICTURE HITS

ALL TIME BOX OFFIC

NEW RECORD

NEW YORK

at the Criterion and Murray Hill Theatres

First Week $108,250

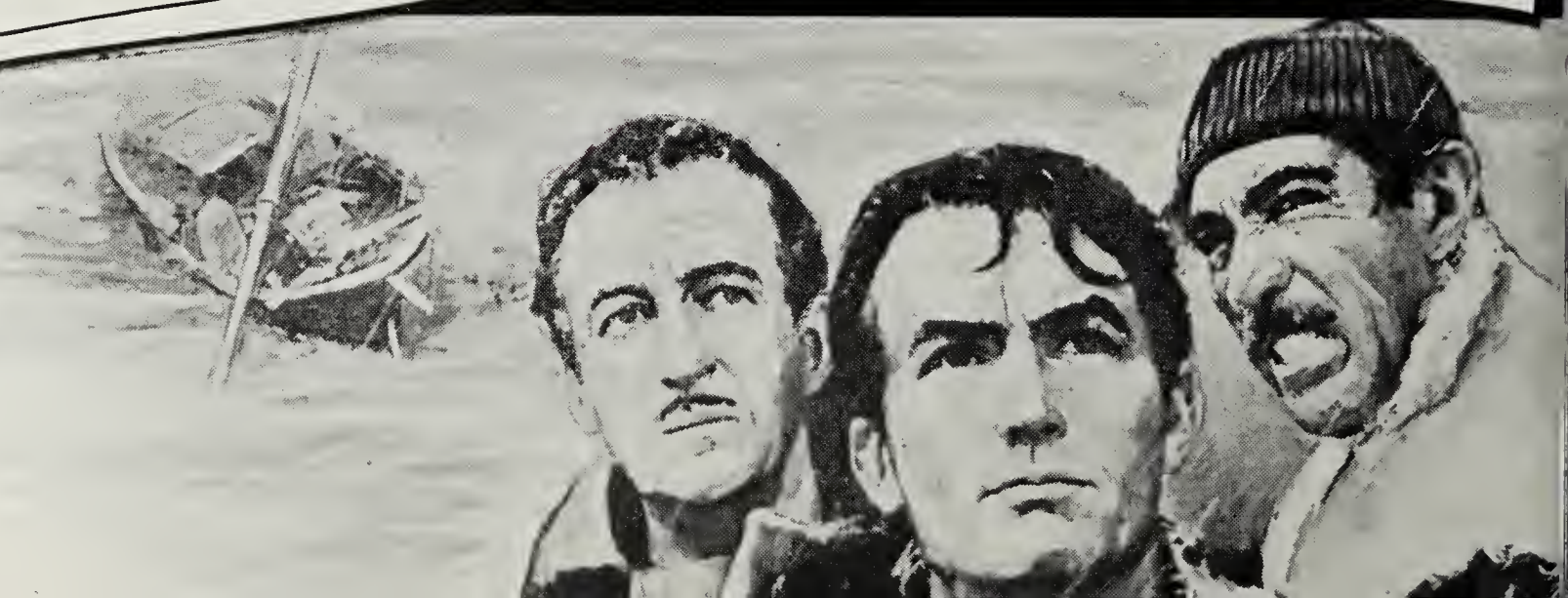
and Second Week $110,815

NEW RECORD

CHICAGO

at the State Lake Theatre

First Week $62,359



NAVARONE



CH ALL FUTURE
VILL BE MEASURED!

ECORDS SMASHED!

NEW RECORD

OS ANGELES

at the

tanley Warner Theatre

Beverly Hills

First Week $40,578

NEW RECORD

SAN FRANCISCO

at the

St. Francis Theatre

First Week $41,400



The Greatest High Adventure Ever Filmed!

...from *Columbia!*

U-I Toppers Map Distribution Plans For Pictures On 1961-62 Schedule

NEW YORK—Universal Pictures will hold a week-long summer sales executives conference here starting Monday, July 17, to map distribution and promotion plans on the company's pictures to be released during the balance of 1961 and early in 1962, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager, who will preside.

Milton R. Rackmil, president of Universal, will participate in the meetings.

David A. Lipton, vice-president, will come to New York from Hollywood for the meetings. He will be joined by Philip Gerard, eastern advertising and publicity director, and Jeff Livingston, executive coordinator of sales and advertising.

Charles Simonelli, assistant to the president, will also participate in the meetings.

Hatton Taylor, general manager of Empire Universal and Mark Plottel, sales manager, will attend from Canada. Empire-Universal handles the distribution of Universal pictures in Canada.

The company's home office sales executives including F. J. A. McCarthy, assistant general sales manager, and James J. Jordan, circuit sales manager, will be joined by regional sales managers Joseph B. Rosen from New York; P. F. Rosian from Cleveland; R. N. Wilkinson from Dallas; and Barney Rose from San Francisco.

Home office advertising, publicity, and promotion executives who will participate will include Herman Kass, executive in charge of national exploitation, and Jerome M. Evans, eastern promotion manager.

Among the pictures scheduled to figure in the distribution and promotional planning sessions are "Back Street," the Ross Hunter-Carrollton Production in Eastman Color based on the Fannie Hurst classic and starring Susan Hayward, John Gavin, Vera Miles, Charles Drake, Virginia Grey, and Reginald Gardiner; "Lover Come Back," the 7 Pictures-Nob Hill-Arwin Production in color starring Rock Hudson, Doris Day, Tony Randall, Edie Adams, Jack Oakie, and Jack Kruschen; "Flower Drum Song," the Ross Hunter Production in color based on the Rodgers, Hammerstein and Fields musical and starring Nancy Kwan, James Shigeta, Miyoshi Umeki, and Juanita Hall; and "The Outsider," based on William Bradford Huie's best-seller "The Hero of Iwo Jima," the story of Ira Hayes, the Pima Indian hero of World War II, and starring Tony Curtis.

Rand Exits Para. Post

NEW YORK—Harold Rand, publicity manager of Paramount Pictures, has resigned from the company, effective Aug. 1, and will establish a public relations office in New York.

In announcing Rand's resignation, Martin Davis, Paramount's director of advertising, publicity and exploitation, stated, "An outstanding contribution has been rendered by Harold Rand to the company's promotional organization. In his executive capacity, he has demonstrated initiative, leadership, and creativeness of the highest order. We regret his departure and wish him success in his new undertaking."

Prior to joining Paramount in his present capacity in 1959, Rand was publicity manager of Walt Disney's Buena Vista Film Distribution Company for two years, headquartering in New York.

Chicago Drive-Ins Benefit From Radio Saturation Effort

CHICAGO — The Greater Chicagoland Drive-In Theatre Association sponsored a radio saturation campaign between 4 and 8 p.m. on July 4, urging listeners to stop at their favorite drive-in theatre and enjoy their dinner before the show. Using spot announcements to stress the informality and great amusement to be had at local drive-ins, the announcements subtly suggested that "mom be given a break" by taking her and the family to dinner and a show.

Oscar Brotman, president of the Association, and Stan Kohlberg, of the Kohlberg chain, worked out the details of the campaign. Theatres in the area distributed free candy to all children who came.

Although accurate figures are not yet available, it was reported that business jumped considerably due to this saturation program.

Md. Exhibs Join TOA

BALTIMORE, MD.—Three Maryland theatres have joined both the Maryland Theatre Owners Association, and national Theatre Owners of America, it was announced jointly by Albert M. Pickus, TOA president, and John G. Broumas, MTOA president.

Peter Prince, Chestertown, has brought both his Chester, Chestertown, and Churchill, Churchill, into both organizations. Ronald L. Freedman, Baltimore Film Society, Inc., Baltimore, has enrolled his Rex in both associations.

Msgr. Little Urges Support Of Good Films

NEW YORK — "With school out for the next two months, the summer season should give parents ample opportunity to turn movie-going into a family outing," it was suggested by the Rt. Rev. Msgr. Thomas F. Little, executive secretary, National Legion of Decency.

"While many movies circulating this summer are below entertainment standards set in previous years, there are a number of wholesome commendable attractions for the entire family. Among them are 'Misty,' a warm, delightful tale of two children on a pony ranch and 'Question 7,' a powerful drama detailing the conflict between the Church and Communism in Germany today. Both were previously cited by the Legion as superior motion pictures. Of more than routine interest this summer will be the spectacular World War II melodrama, 'Guns of Navarone,' Walt Disney's 'The Parent Trap,' and the beautifully photographed and inspirational religious drama, 'Francis of Assisi.'

"Parents with more mature children will find worthwhile entertainment in 'Fanny,' 'The Naked Edge,' and 'The Bridge.' "

As Monsignor Little pointed out recently in a speech over television, ". . . a ticket at the box office is a vote for good or bad films."

Sprechman Joins Embassy

NEW YORK—Julius Sprechman has been appointed comptroller of Embassy Pictures Corp., it was announced by Joseph E. Levine, president of the motion picture company.

Sprechman resigned as an executive member of the comptroller's department of Metro-Goldwyn-Mayer to accept the new assignment.

Jury Acquits Charlotte Exhibitor Of Obscenity Charge On Nudist Film

CHARLOTTE—Bill Lemmond, Jr., operator, Fox Drive-In, was acquitted by a Superior Court jury at Charlotte June 30 of exhibiting an obscene film.

The jury, after some seven hours deliberation, ruled that "Sun Lovers' Holiday," which is about a nudist camp, is not obscene.

The case reached Superior Court on appeal from a verdict judgment of Judge Winfred Ervin in County Recorder's Court which found Lemmond guilty of the obscenity charge.

The appeal was heard in Superior Court in April, but the jury at that time was unable to agree and a mistrial was ordered.

This time the jury came out two times before it rendered its verdict to ask Judge George B. Patton to explain certain points of North Carolina's obscenity law.

The jury first reported that it was deadlocked at eight to four and was unable to agree. It did not say which way it stood, and Judge Patton ordered it back for further deliberation. The verdict acquitting Lemmond later was returned.

Lemmond was arrested in March for showing the film, which was confiscated. He was arrested again several days later for showing "For Members Only," another film about nudism. However, the trial of "For Members Only" never went to a jury. County Recorder's Court Solicitor Joe Travis transfered it to Superior Court for trial, and Superior Court Solicitor Kenneth Downs said he would not prosecute.

Lemmond said after the verdict regarding "Sun Lovers' Holiday" that "we were going all the way to the State Supreme Court with this thing, but I am glad we don't have to."

He said he was pleased with the verdict for "this could have broken me."

"If I can get the film back from the court, I'll have the movie on again tomorrow night," he said.

"I don't want to cause any trouble," Lemmond said, "but I think it's a bad thing when censorship takes over in this country.

"I don't think this movie is obscene. I mean that."

Lemmond was the second operator here to stand trial on the obscenity charge.

The first was Robert Schrader, general manager, Visualite, who was arrested by city police several months ago for showing "For Members Only." Judge H. Howard Arbuckle found Schrader not guilty when the case was tried before him, but Judge Ervin said later that this did not set any precedent in County Recorder's Court.

Fox's "Cleopatra" Set For Rome Shooting

HOLLYWOOD—To avert congestion which would interfere with plans for increased production, "Cleopatra," biggest of all 20th-Fox spectacles, will be filmed in Rome, with some location scenes to be done in Egypt, it was announced by the film company.

The decision to film the mammouth production in Rome was announced by Peter Levathes, executive production head, following consultation with 20th-Fox president Spyros P. Skouras, writer-director Joseph L. Mankiewicz, and "Cleopatra" producer Walter Wanger.

"Nothing will be spared to make 'Cleopatra' the most authentic, as well as lavish spectacle in screen history," Levathes stated. "With Elizabeth Taylor as Cleopatra and the era with which the story deals, it would be impossible to recreate anywhere but in actual locales the magnificence of Imperial Rome and Cairo of those days.

"By this shift in filming sites the 20th Century-Fox stages in Hollywood will be able to accommodate the increased number of pictures the company expects to put into production for the last half of 1961," the production chief continued. "The number and size of sets and the congestion that would result from attempting to make 'Cleopatra' in Hollywood would make our contemplated increase in production impossible."

Among the productions scheduled for filming on the 20th-Fox stages in the next six months are "A Summer World," "State Fair," "Something's Got to Give," "Watcher in the Shadows," "The Young Man," "The Jungle," "Days of Wine and Roses," "Blue Denim Baby," "Celebration," and "Mr. Hobbs Takes A Vacation."

AA Handles Two From Spain

NEW YORK—Norton V. Ritchey, president, Allied Artists International Corporation, announced that a deal has been made with Productores Cinematograficos S.A. (PROCUSA) of Madrid, Spain, for Allied Artists to distribute two films, "Amore E Chiachere" and "Un Trono Para Cristy," in Latin America.

The first-named stars Vittorio de Sica, Gino Cervi and Elisa Cegani and will be handled by Allied Artists in all of Latin-America except Argentina; and the latter is a Luis Cesar Amadori production in Eastmancolor.



The NEW YORK Scene

By Mel Konecoff

VETERAN PRODUCER-DIRECTOR Arthur Lubin, who recently completed "The Thief of Baghdad" for Joseph E. Levine, was in town last week, and he reported at a press conference that he will visit about 15 cities across the country on behalf of the film to talk to press, radio and TV people, as well as to PTA groups, women's clubs, etc. He'll discuss production, angles of entertainment, etc.

He thinks Joe Levine is a great production executive because after having asked him to make a film that would appeal to children between the ages of eight and 80, he left him alone.

The resulting film cost about $1,850,000, and would have cost much more had they sought to turn it out in Hollywood. This despite the 17 weeks spent shooting in Tunisia and Rome with some of the sets in the former ideally suited to the picture's requirements. This is one valid reason for the so-called "runaway production," Lubin added.

They were able to overcome language difficulties (Steve Reeves was the only one who spoke English) with regard to both cast and technicians. The cooperation of everyone was tremendous, with politics the only subject that was taboo. The film was made in conjunction with Titanus of Italy, which has distribution rights in that country and in Spain. Lubin also had words of praise for the wonderful special effects engendered by the MGM people in London.

The immediate future seems to hold quite a bit of activity for Lubin, what with his turning out a television series, "Mister Ed," about a talking horse, which stars Alan Young and which will go out via the CBS network in the fall; a theatrical feature entitled "The Digger," for which he hopes to get Alec Guinness, and which may go through Columbia; another theatrical feature, "The Ghost of Drury Lane," which will be filmed in England in time to mark the 300th anniversary of the Drury Lane Theatre in 1963, and he hopes to get Cary Grant for the lead in this. He will produce and direct all of these ventures if they come off. Joe Levine also said at one time that he would like to have Lubin make another film for him, so pleased was he with "Thief of Baghdad."

Incidentally, Lubin will be remembered by both exhibitors and Universal for the six "Francis" pictures he turned out a number of years ago which grossed 15 million dollars and which cost slightly over four million dollars. He also turned out "Phantom of the Opera," "Ali Baba and the Forty Thieves," etc.

THE VOICE OF YOUTH: Young actress Diane Baker, in a local interview, declared that she is preparing herself for that great day when pay-TV arrives and Hollywood will make films specifically and solely for television. Said Miss Baker, "So less people will be working. Let them get out of the business and find other jobs."

She doesn't say how she is preparing herself for that great day or why her talents should be in great demand for pay-TV. As a matter of fact, we could probably name scores and scores of other thespians who might be in greater demand than Miss Baker for films on pay-TV should it come, or for those that are shown on free TV, or in that old-fashioned stand-by—the motion picture theatre.

THE METROPOLITAN SCENE: Harold Rand leaving his publicity manager's post at Paramount to open his own public relations office and to handle pictures of independent producers. We wish him well. . . . Dick Richman, Fox regional advertising and publicity director for the metropolitan area, has written a song, "Too Late," which is due to hit the ear drums any second. . . . When "The Pleasure of His Company" wound up its run at the Radio City Music Hall, star Fred Astaire completed a full year of playing time on the screen of that house with this, his 15th film to play there. Cary Grant has had 24 films play there. . . . Dell has put out 500,000 copies of books based on Danny Kaye's "On The Double," and they've also got one out on "Morgan The Pirate," the Embassy release. . . . The Screen Directors International Guild is out with its latest Directory of Directors with nearly five hundred names listed, including assistant directors, script supervisors, etc., as well as other information needed for location filming, regarding film unions, etc.



"Rocco and His Brothers," prize winning Astor International import, recently had its American premiere at the newly decorated Beekman, New York City, and seen here enjoying a cup of coffee are, left to right, Mario de Vecchi, vice-president, Astor International; Don Rugoff, president, Rugoff and Becker Theatres, owners, Beckman; and George Josephs, vice-president in charge of sales for Astor.

LONDON Observations

by Jock MacGregor



STOP WORRYING about runaway production and start worrying about runaway audiences, that is Jerry Wald's advice to Hollywood. He was bursting with opinions when I met him and his son, Andrew, whom he is taking around with him as a "young boy must know there is a rest of the world outside of America," for a pre-lunch noggin. Today, he is equally convinced that big literary works make big movies and that for the best effect they must be filmed on the actual locations, using the local talents to the fullest advantage.

No country in his opinion has any monoply of talent. "There's no shortage of talent in the world," he claimed. "There is just a shortage of talent to recognize talent." He believes there should be a "common market" in talent, observing that "Hollywood has got to stop hiding behind a celluloid curtain." He said that if Albert Finney (rising British actor who has made a big impression on the stage and is in "Saturday Night Sunday Morning") was an American, he would have been signed to a major studio and would never go back to the stage. After the artists he has seen here, he warns the American actor that he had better recognize that he has got to get active learning his craft and not stop.

(*Continued on page 14*)

Everywhere in the world ... because it's on film

QUES. What do they do when it's carnival time in Trinidad?

ANS. They have the time of their lives. They walk and talk; they prance and dance; they munch and lunch; they go to the movies—see the same shows you see—laugh and cry just as you did.

For people are people everywhere—act like people, wherever they are.

That's why the picture *made on film* goes on and on until a world of people has been moved, stirred, cheered by it!

Yes, films tell and sell, are—when you come right down to it—just about our best good-will ambassadors. That's why the investment of time, talent and fine materials is so important; why the Eastman Technical Service for Motion Picture Film is constantly on the alert to help the industry in solving questions of production, processing and projection.

Branches at strategic centers. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Avenue	130 East Randolph Drive	6706 Santa Monica Blvd.
New York 17, N. Y.	Chicago 1, Ill.	Hollywood 38, Calif.

For the purchase of film, **W. J. GERMAN, INC.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.






GLOBE
AND
MASCOPE



CANADIAN Highlights

By Harry Allen, Jr.

TORONTO THEATRES were finally able to open their doors on Sunday, and the first Sunday brought out a lot of new faces and family groups, according to theatre men. Rain the first Sunday helped to boost business, along with a convention of the Kiwanis. Patrons flowed into theatres in a steady stream, though no big sensations were registered. But theatre men were cautious. They don't figure on spotting a trend until the theatres have been operating three or four Sundays. Generally, business was even with Saturday business. "Our crowds were as good as Friday and Saturday business," pointed out E. G. Forsyth, general manager of the Odeon five-house chain. "Business was better than our expectations" said Russ Simpson, manager, Downtown. "For the first time in many years I saw families go to the movies together." William Summerville, Famous Players Canadian Corp., said business was "encouraging." Although Sunday films were legal a month ago, most of the houses stayed closed pending settlement of a wage dispute between management and the projectionists' union. The union wanted double overtime for Sundays. The deal finally worked out to five per cent across the board for a two year and three month contract.

WITH COMMENCEMENT of summer holidays, the Motion Picture Theatres Association of Ontario has issued a bulletin drawing attention to motion picture titles which have been classified Adult Entertainment or Restricted by the Provincial Board of Censors from March 1 to June 10. The bulletin, written by executive secretary Arch Jolley, says the matter of bookings in July and August should have serious consideration. They should be best suited for school holiday audiences. There are 41 pictures in the Adult Entertainment classification and four Restricted films.

A GROWING NUMBER of theatres are using a recorded answering service. The service provides information about programs, times, prices, coming attractions, parking facilities and the like. In Toronto, customers calling Odeon's Fairlawn, Humber, and Danforth or 20th Century Theatres' Westwood and Northwest Drive-In, all night operations, can find out anything they want to know any time during the day. Odeon is using the service at its Kingston Drive-In. The commentating is done by the manager, and for the most part sticks to the facts, although some, in disc jockey fashion, add a little and go off with a "Thank you for calling." The Humber announcement, which was about "Tunes of Glory," opened with a few seconds of bagpipe music. The manager wipes the tape off and records his next "show" when the current one is over. Sometimes the service is used when the show is on—usually when the cashier becomes too busy to sell tickets and answer the phone. Famous Players doesn't use the service. Instead, it maintains its own board at the University, Toronto, from 10 a.m. to 9 p.m. to provide information on any FP Toronto house. This replaced a similar service that was housed at the home office for a couple of years. A spot check of the Westwood, Toronto, by the Bell Telephone, showed over 300 drive-in calls in several outdoor operations. Even 50 calls make the service, which costs $16 or $17 a month, worthwhile. The chances are that one person among those who call during one day will decide to go. That one call, says Bell, will pay for the service, that is, one admission a day. How does the public react? "The average person doesn't mind. He or she listens to taped and canned things all the time. For that matter, this has curiosity value. People hear about it and try it." . . . James Sturgess, 66, president, Local 173, Projectionists Union, Toronto, died at his home. Ironically, he died on the day that Sunday films first opened in the city. He had been president of the union for most of 15 years, and had always been a delegate to the international convention. He was a member of the Canadian Picture Pioneers. He began in the inspection department of Regal Films, then obtained his license.

LONDON (*Continued from page 11*)

Jerry has just returned from Ireland where he has been scouting locations for James Joyce's "Ulysses," and he was bursting with enthusiasm for the talent, potentials, and settings that he had seen. He was preaching to the converted—I have exploited the facilities so much that a British trade paper has suggested that I am taking out Irish papers! What really impressed him was the enormous enthusiasm for movies, and like many others, he could not get over the sight of scalpers on Sunday nights selling black market tickets ouside the theatres.

Jerry was delighted to find that most of the locations described by Joyce are still intact, and beyond a spot of painting down and removing dozens of TV aerials are ready for his cameras. Jack Cardiff will direct, and they have some unusual ideas for putting over the story which has been considered unfilmable. They are throwing every accepted conception of movie making out of the window.

Jerry stressed the need for building up second and third teams to provide for the future. He claimed that when he entered the industry in 1932, there was a crisis, and that now he is immune to them. There has been one ever since! He insists that film people should stop being midget-minded and crying the blues. And as quick as he speaks, darting from subject to subject, he was away to the Airport, planning to take in the Wimbledon tennis on the way.

IT WAS A PLEASANT occasion at the Gaumont, Chelsea, when manager J. A. McKinlay received his MPE Exploitation Achievement Citation for his "Tunes of Glory" campaign. He is the first Rank manager in the London area to receive one, and a big thing was made of the ceremony. The presentation was made by Yvonne Buckingham, whose first starring picture, "A Question of Suspense," is currently on release, assised by an aged Chelsea Pensioner whose hospital is near the theatre. In the absence of producer Bill Luckwell, Yvonne was accompanied by his wife, Kay Luckwell. Regional controller John Reed and John Van Praagh of the publicity department represented Rank theatres.



D. J. Goodlatte, managing director, ABC, presents Peter F. Jewett, Regal, Cambridge, England, with his citation as ABC's "champion manager of 1960." The prize is an all expense paid vacation in America for his wife and himself.

Atlanta Censor Boosts Summer Family Fare

ATLANTA—Now that school is out and the youngsters have time on their hands, it is only natural that their thoughts should turn to the movies.

Anticipating this, Mrs. Christine Smith Gilliam, Atlanta's motion picture censor, has distributed a "suggested viewing list." It was sent out prior to closing of schools, and her list now is posted in the Atlanta library and all its branches.

As Mrs. Gilliam states, "Since we have long had recommended reading for the school children for their summer vacation, it seems appropriate to us here that we give a listing of recommended moviegoing as well."

Mrs. Gilliam compiled her list after seeing the films, and considered the opinions of numerous reviewing and rating groups, including The PTA Parents Magazine and others.

Here is her list: "Misty," "Fabulous World of Jules Verne," "The Tomboy and the Champ," "Master of the World," "Cimarron," "Tammy Tell Me True," "Gidget Goes Hawaiian," and "The Parent Trap."

McCullough Leaves NT&T

BEVERLY HILLS, CALIF.—Russell H. McCullough culminates a long career in show business with his retirement from National Theatres and Television, Inc.

Widely known as the originator of the Cinemiracle projection system, the three-panel widescreen process which he invented in 1956 and was introduced to the public in 1958 with "Windjammer," McCullough first joined National Theatres in 1924.

He has served with National Theatres and its subsidiaries in various executive positions which have included director of purchasing and theatre construction, theatre engineering, television activities, and research and development.

McCullough was feted by fellow executives and business associates at a farewell reception at NT's home offices in Beverly Hills.

Universal Dividend Set

NEW YORK — The board of directors of Universal Pictures Company, Inc., has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock. The dividend is payable Sept. 1 to stockholders of record at the close of business Aug. 15.

"How I Would Sell . . .

TAMMY TELL ME TRUE

U-I's Delightful Family Funfest Is Challenge To Showmen

It is always a tremendous challenge to do justice to the successful selling of a wonderful movie of the calibre of "TAMMY TELL ME TRUE" to the teen-age and adult theatre-goers.

It is another Ross Hunter success and with the help of the staff of Universal Pictures—Herman Kass, national director of exploitation and publicity; Bob Ungerfeld, his assistant; and George Bannan and Jimmie Gordon, local representatives—we knew we could have a "first team" in action in New Orleans to make certain the story of "TAMMY TELL ME TRUE" would be well told throughout every media of public approach.

It can be done in any town or city in the United States.

Universal Picture's first team went into action in New Orleans and a planning luncheon was held at which Kass and Ungerfeld reviewed all previous activities including the exchange of telegrams with Mayor Chep Morrison with reference to a world premiere. Ungerfeld also pointed out that stars of "TAMMY TELL ME TRUE" and news media from all over the nation would be in New Orleans.

Civic and business leaders from the greater New Orleans area were present, in addition to representatives of radio, television, and newspapers.

Highlights of this successful planning luncheon included Acting Mayor Vic Schiro pledging full cooperation of the City of New Orleans.

The president of the Optimist Club expressing the Optimist Club's gratitude for the proceeds of the first showing of "TAMMY" to be used in the Club's Boys Work Program.

And, business, civic and entertainment world representatives pledging cooperation, in addition to all news media.

The success selling show for "Tammy" was underway . . . full speed ahead.

TEASERS to whet the filmgoing appetites of the family audiences feature the rising young star, Sandra Dee, the college angle, and the wholesome family appeal of the film.

An Exclusive **SHOWMANALYSIS** Prepared by—

L. C. MONTGOMERY, President
Joy Theatre, New Orleans, La.



MONTGOMERY

ABOUT THE AUTHOR • Born in Parhams, La., on Jan. 8, 1902, and educated at Monterey High School, Natchez High School, Gulf Coast Military Academy, Soule Business College, and Loyola University School of Law, Levere C. Montgomery has, since he was 15 years of age, had a varied career in the industry which has taken him from popcorn boy to president of Joy Theatre, New Orleans; Time Saver Food Stores, Crescent Plantation, and Alice Mae Corporation, Mobile, Ala. He has at various times been assistant manager, bookkeeper, salesman, supervisor, booker and buyer, and manager, all the way to a partnership with Joy Houck and Teddy Solomon in theatres in Louisiana, Mississippi, Texas, and Alabama. He is married to Mae C. Bertel, a New Orleans girl, and they have two children, L. C. Montgomery, Jr., and E. Clarke Montgomery. His hobbies are farming, fishing, and feuding.

The first progress report showed real results.

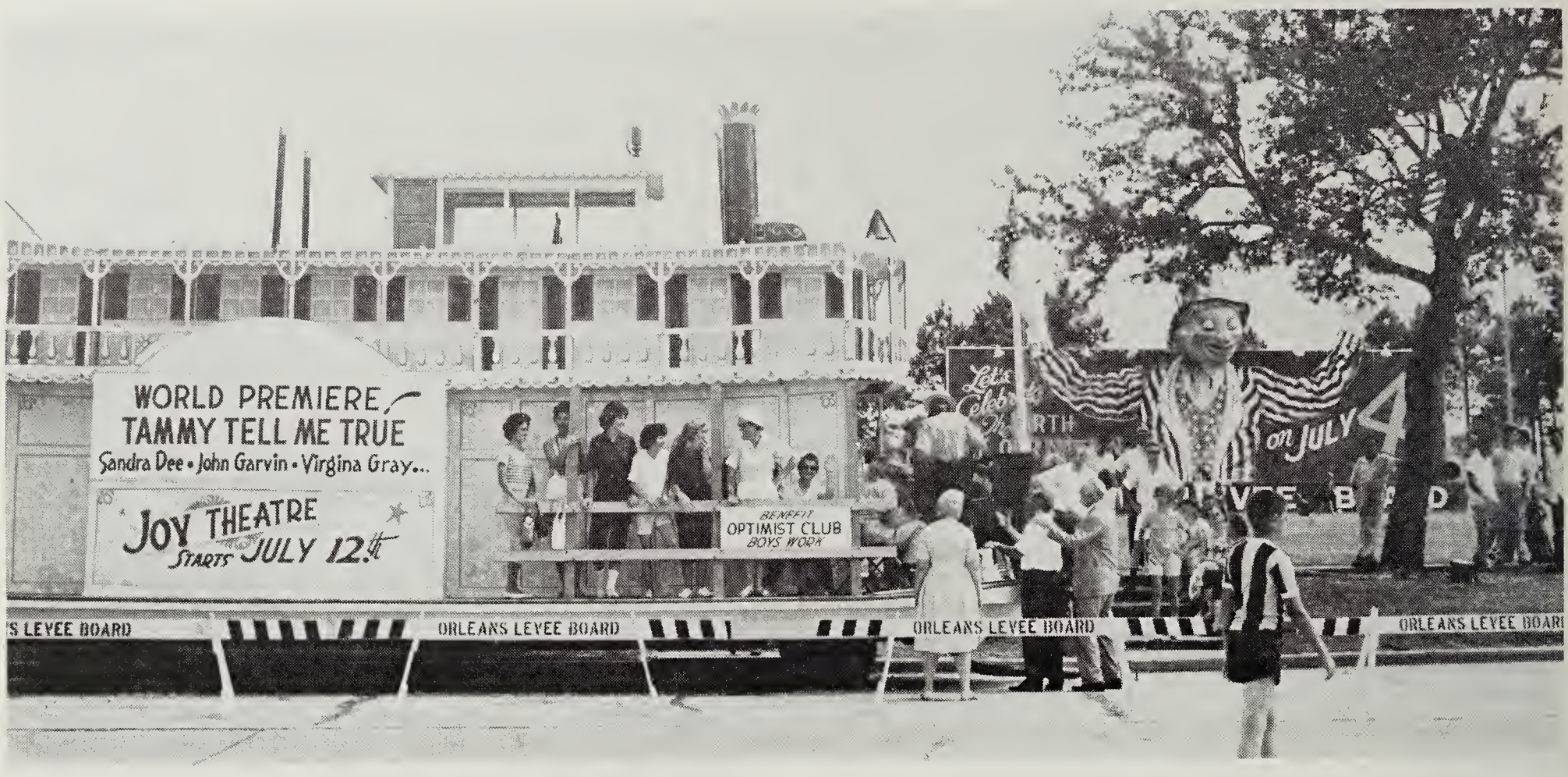
The publicity director for the New Orleans Port Authority promised fireboats and cargo vessels from all over the world would join in a salute to the "Tammy" stars and news media representatives on a cruise of the "Good Neighbor," the official yacht representing New Orleans hospitality.

The riverboat, "President," would host all "Tammy" contest winners and their chaperones on an excursion with news media representatives invited to join the "Tammy" winners.









PREMIERE of the film in New Orleans received a top promotional campaign, one of the highlights of which was the ballyhooing of the comedy on a real New Orleans riverboat.

The president and managing editor of the Times-Picayune Publishing Company promised full cooperation with Pontchartrain Beach in plans for a "Miss Tammy Teen-Age Contest" to be conducted at Pontchartrain Beach.

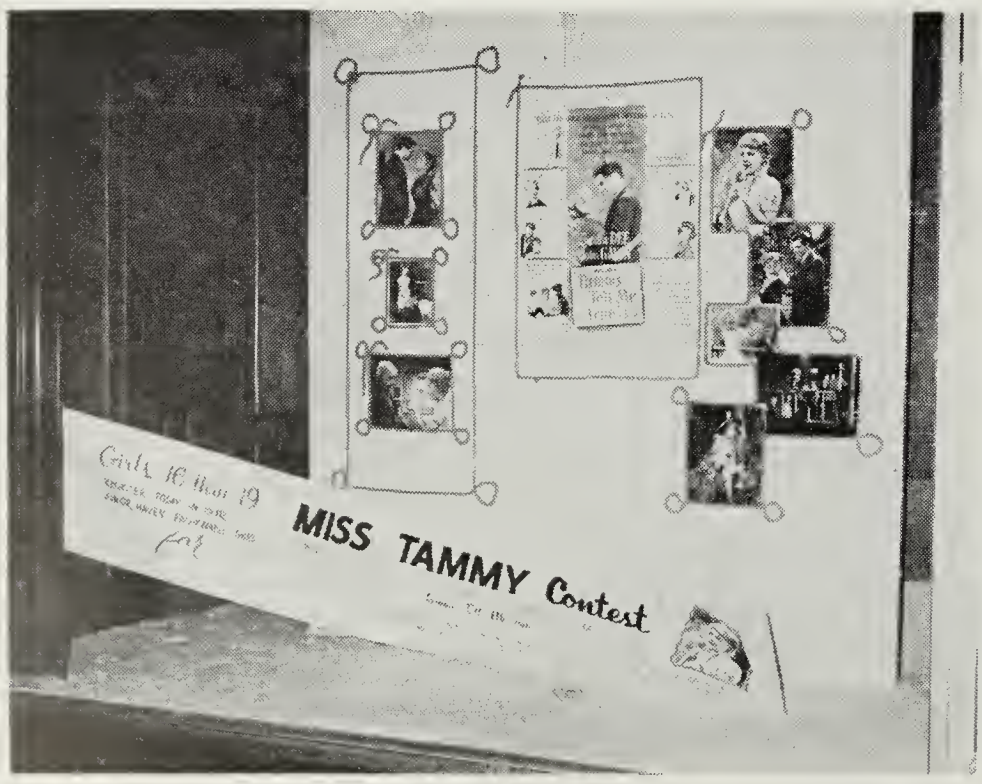
The president of the Optimist Club was also promised full cooperation from both New Orleans newspapers with reference to all news releases promoting "TAMMY TELL ME TRUE" projects.

The Canal Street Merchants Bureau and the Chamber of Commerce publicity directors pledged full cooperation in their respective publications for "Tammy" and Universal Pictures.

The Parade of Progress reports began to pour into Universal Pictures offices in New Orleans.

Woolworth at the corner of Canal Street and Rampart Street, known as the busiest corner in New Orleans, will have a streamer banner across the front of the building. The sign will stretch 150 feet long and will be 30 inches deep.

MERCHANT tieins for "TAMMY TELL ME TRUE" are endless and promotional material is available to create attractive and interesting window displays that mean boxoffice.



Woolworth will also have a big display in its record department and huge window display on its Canal Street front.

An interesting sidelight to the entire operation is that Canal Street, the widest street in the world and one of the world's most famous streets, will be decorated with New Orlean's gay and exciting Mardi Gras colors, the first time in history that these decorations have been used for any occasion except for the Mardi Gras.

Top Canal Street department store executives began to realize the tremendous potential in advertising "Tammy".

One department store immediately began plans for an advertising campaign in both New Orleans newspapers. This store will have a half-page ad in New Orleans newspapers featuring "Tammy" dresses.

It will also have its art department working out lay-outs featuring Sandra Dee, star of the movie. "Tammy" dresses featuring a humorous twist, including the goat, "Tammy's" companion in the movie.

This store will also unveil an elaborate window display on Canal Street featuring Tammy dresses and other Tammy merchandise accentuating "Tammy's" early life aboard a riverboat.

This department store was also presented with a wealth of material for background and a foundation for its tremendous advertising campaign for its success selling of merchandise in connection with "TAMMY TELL ME TRUE."

Another old-time Canal Street department store, packed with tradition, is planning a big campaign in its record department, a campaign involving the entire musical score and album from the movie, along with complete advertising coverage in the newspaper advertising field in New Orleans.

All types of reputable businesses, retail merchants, restaurants, etc., are displaying huge "Tammy" signs in display windows.

One radio station is promoting the "Tammy" show with the popular record hop contests with many various prizes, which include passes to the movie.

Another radio station is awarding 50 recordings by Sandra Dee, star of the show, as prizes.

COMING . . . in the issue of July 19
BEN SACK and JOE LONGO
Sack Theatres, Boston, Mass.
tell how they would sell . . .
Columbia's
"GUNS OF NAVARONE"

The Sandra Dee record offers a real opportunity for showmen to exploit "TAMMY TELL ME TRUE." Sandra is a favorite with the "teens" so we arranged to have girls cover all disc jockeys in the area. Besides the Sandra Dee record that the girls presented to the DJ's they also brought along hot coffee. We scheduled the girl's visits while the DJ's were "on the air" and the interruption proved a welcome one. Of course, in the conversation with the DJ's we garnered some great publicity for our opening.

Two-thousand window cards have been placed in the hands of a New Orleans distributor. These cards will be given to drivers of company trucks and the cards will be placed discreetly throughout the greater New Orleans area.

A furniture store, one of New Orleans' outstanding, will place ads in local newspapers from 1,000 to 1,200 lines to take advantage of "Tammy" promotions and will have a window display all-the-way in a window on New Orleans' famous St. Charles Ave.

A special representative of Universal Pictures is covering all Canal Street merchants with window displays, up to approximately 500 decals.

The famous Southern Yacht Club of New Orleans is also participating in the "Tammy" movie. Following completion of the club's annual long distance sailboat race, which originated in 1849 and is the oldest sailing race in the United States, it will have a fleet of sail boats headed by a large sail boat sail into the yacht harbor with the lead sail boat carrying an 18-foot banner saluting the "Tammy" show. News media, including newsreel coverage, will be on hand for coverage of this classic event.

Stars of "TAMMY TELL ME TRUE" will proceed from the big "Tammy" contest at Pontchartrain Beach to the Southern Yacht Club, where a "Tammy" teen-age party and dance will be staged. Dress will be "Tammy" informal and by invitation only. The stage is set for all the sandwiches, soft drinks, and cookies the "Tammy" dance participants can handle.

"TAMMY TELL ME TRUE" stars Sandra Dee, John Gavin, and Virginia Grey are scheduled for a whirlwind of appearances on all New Orleans television stations and are scheduled for interviews on all New Orleans radio stations and with all available New Orleans newspaper media.





THIS AD makes a perfect opening day call for patrons. It contains all the fun and family elements that the film does.

Ross Hunter, the great young producer who has found the formula for popular movie production, will also be on hand for the festivities of his new hit.

The selling success formula:

Sandra Dee, hottest teen-age star in the movies; plus another "Tammy"; plus Ross Hunter, a sure-fire box office hit who made the first "Tammy"; John Gavin, fresh from other successes; and over 100 good merchandising ideas, all in a special kit, in addition to the press book.

And there you have a real Jumbalaya.

SUGGESTED THEATRE FRONT



Danes Honor Mexican Film

COPENHAGEN—The Danish Academy of Arts and Sciences announces the award of "Rodil 1961" to the award winning Mexican film entry "Macario." The "Rodil 1961" is the equivalent of the "Oscar" of the Academy Awards. The annual Festival was held in Copenhagen in May. Awards are made by a committee of producers, exhibitors and critics.

Laughton In "Advise" Cast

NEW YORK—Otto Preminger has signed Charles Laughton for a starring role in "Advise and Consent," his film version of Allen Drury's Pulitzer Price best-seller about Washington politics.

Laughton will play Seab Cooley, the wily old Senator from South Carolina who is implacably opposed to the nominee for Secretary of State.



Conn. Residents In N.Y. Receive Tax Break

HARTFORD, CONN.—State Tax Commissioner John L. Sullivan has signed an agreement along with his New York counterpart. Joseph H. Murphy, which will enable Connecticut resident's working in New York — including numerous film company executives — to save some $1.25 million annually in New York State's income tax.

The measure affects some 20,000 Connecticut residents.

Under the agreement, Connecticut residents working in New York are granted substantially the same deductions available to New York residents. In return for the tax consideration given its people working in New York, Connecticut employers who maintain an office in New York or regularly transact business there will be required to withhold New York taxes of New York State residents.

Other Connecticut employers, if they wish, may withhold New York taxes from wages paid to New York residents whom they employ.

Connecticut will furnish New York with the names and addresses of the estimated 5,000 New Yorkers working here.

Commissioner Sullivan said Connecticut is grateful to Gov. Nelson Rockefeller and the New York Legislature for correcting the tax inequity.

Lewis Visits RKO Houses

NEW YORK—Jerry Lewis will set a personal appearance record for himself or any other star when on Wednesday and Thursday, July 12 and 13, he will appear on the stages of 27 RKO Theatres throughout greater New York and Westchester. The popular comedian will do 14 theatres one day and 13 the next.

This special flying tour was arranged by RKO Theatres and Paramount Pictures in conjunction with RKO's showing of Jerry Lewis in his newest comedy "Ladies Man," playing the circuit houses starting July 12.

Jerry's every stop will be marked by special activities.

ATTENTION MANAGERS!

Please check your shows no later than 10:00 A.M. on Saturdays, Sundays and holidays.

As you know, the exchanges' shipping room closes at noon on these days.

Don't wait until it's too late—help us prevent any missouts!

Service Is Our Job . . . Please Help Us To Serve You.

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LOcust 4-3450

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Washington, D. C.
DUpont 7-7200

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You want and you need 'em in a hurry. send your orders to
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David E.
BRODSKY
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THEATRICAL INTERIOR DECORATORS
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PAINTING • DRAPERIES • MURALS
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PROGRESSIVE ELECTRIC CONSTRUCTION CO INC.
240 N. 13th STREET • PHILADELPHIA 7, PA.
Theatre Installations and Maintenance

In This Issue:

Give Patrons What They Expect
Page PE-5

Criterion Refurbishes Again
Page PE-6

Automatic Vending Comments
Page PE-8

Extra Profit Tips
Page PE-10

New Products
Page PE-12

PHYSICAL THEATRE • EXTRA PROFITS



CRITERION, New York City, was recently refurbished at a cost of $250,000. This is the second time the theatre was refurbished in four years. And all for the convenience of the patrons. For complete picture story on this modern Broadway theatre, see pages PE six and seven.

July 12, 1961

Volume 16 **Number 7**

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.



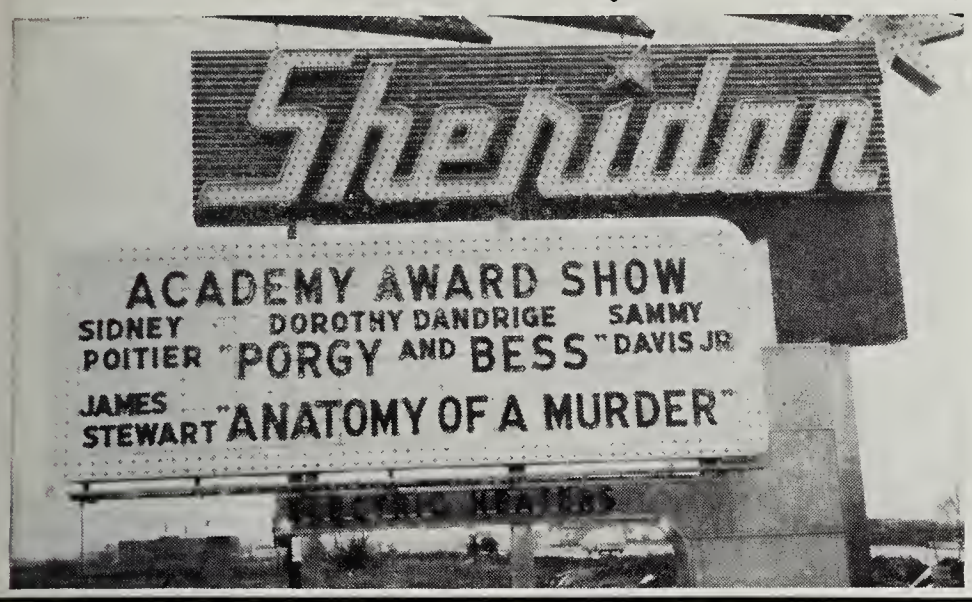
In soft drinks, as well as in films, quality builds volume and volume, in turn, builds profits. Perhaps this explains why over 90% of all theatres serving beverages feature Coca-Cola...the quality soft drink!

TAKE ADVANTAGE OF THE CONTINUOUS YEAR-ROUND MERCHANDISING SUPPORT AVAILABLE FROM THE COCA-COLA COMPANY.

See your representative for Coca-Cola or write: Mgr., Theatre and Concessions, Dept. S-T, The Coca-Cola Co., P.O. Drawer 1734, Atlanta 1, Ga.

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Naturally They're Preferred



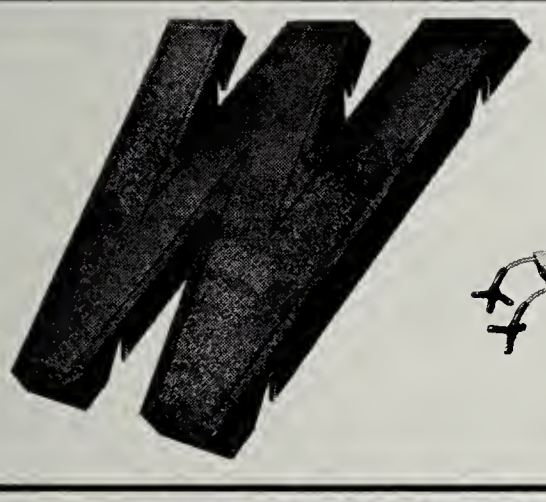
This is the stronger, easier-to-service

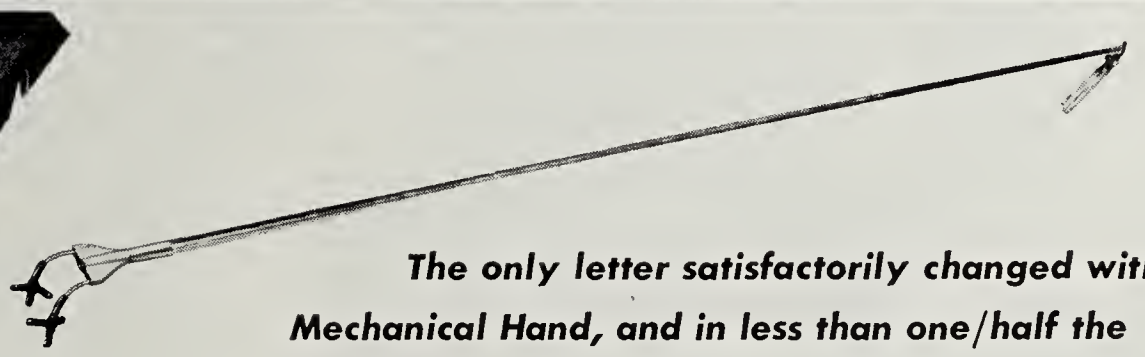
WAGNER ATTRACTION PANEL



This is the taper-slotted, non-reflective, no-glare, scratch-resistant

WAGNER PLASTIC LETTER

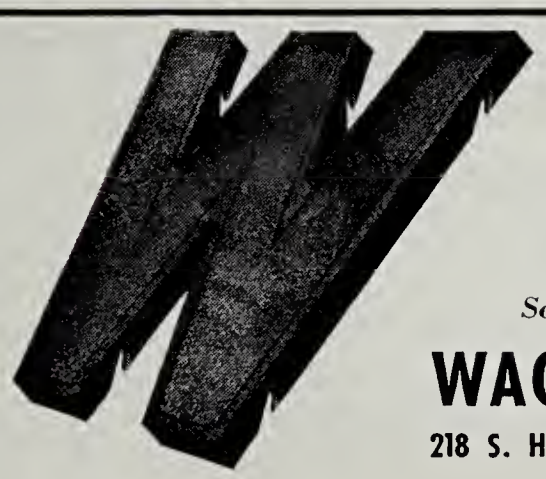




The only letter satisfactorily changed with a Mechanical Hand, and in less than one/half the man hours.



Can't blow off or out of place. Can't "freeze."

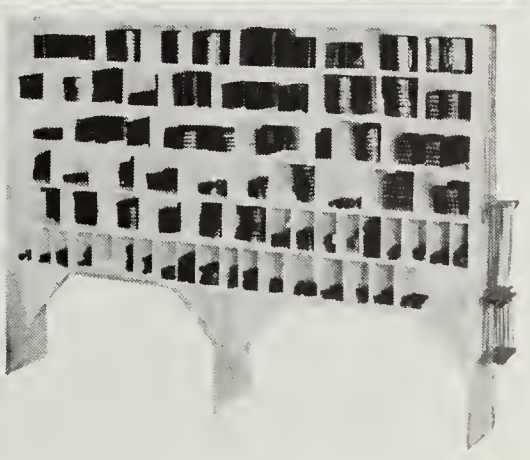


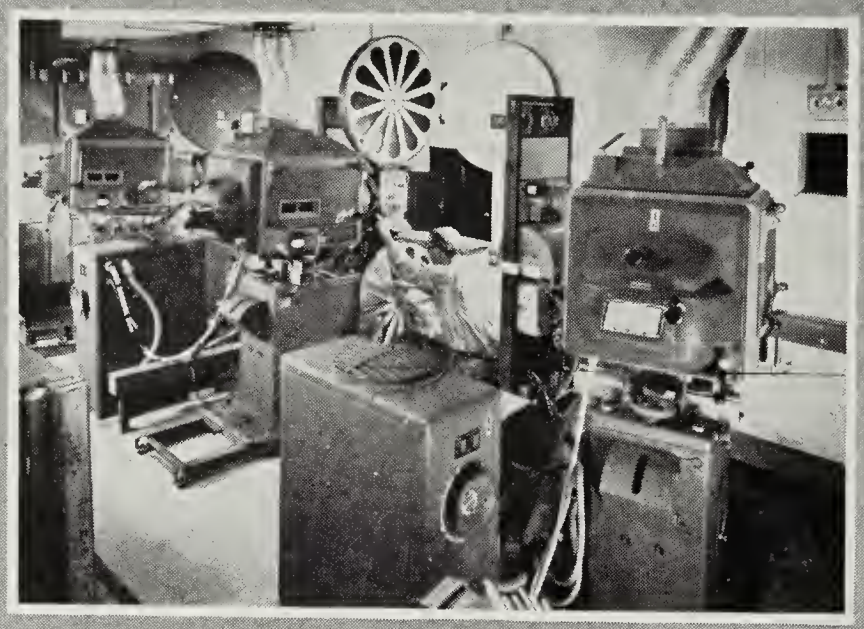
Only slotted letters can be stacked on shelves or in bins. Prevents warpage and requires one/half the storage space of letters using clips or any rear projections.

Send for literature—

WAGNER SIGN SERVICE, INC.

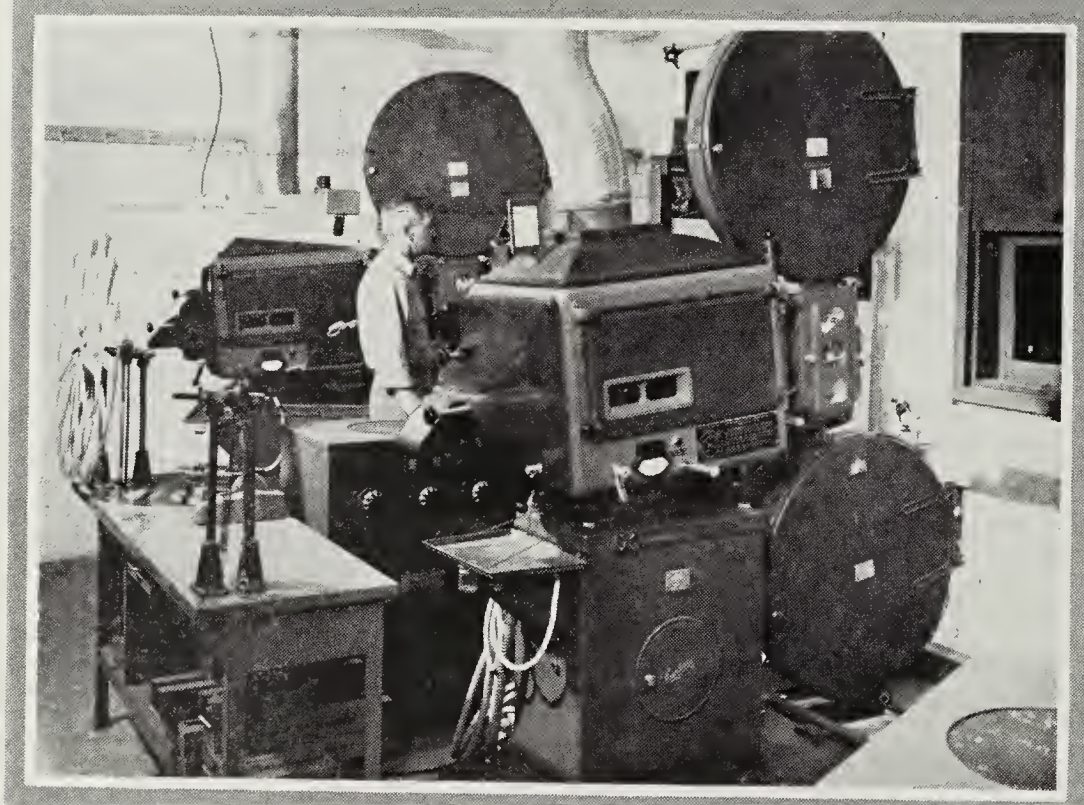
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PARAMOUNT
TOLEDO

It goes on and on, like the popularity of CINERAMA



RKO GRAND
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— installation of

Strong ARC LAMPS

FOR THE FINEST PROJECTION OF CINERAMA

Projectionists, managers and owners know the many reasons

THE STRONG ELECTRIC CORPORATION

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"The World's Largest Manufacturer of Projection Arc Lamps"

EDITORIAL

Give Patrons What They Expect

At this time, more than ever before in the history of our great industry, we find that there is a definite need for more patron conveniences in both drive-in and conventional motion picture theatres.

Our industry is faced with greater competition from other entertainment media, and to attract patrons, we must offer more than our competitors. When we consider the fact that great strides have been made by other medias for both out-of-doors and hard-top entertainment, we must re-evaluate our position and gain greater understanding and insight in public tastes and whims.

The potential list of patron conveniences could run for pages, and we would be foolish to think that all conveniences could be effectively used in a single operation, but there are certain *necessary* and standard conveniences that will prove both economical to the operation of any theatre and will serve as the *expected* and appreciated drawing card for potential movie-goers.

In this modern age of complete comfort, it is expected that seats will be comfortable–providing enough "leg-room" and enough "passing-room" for each and every patron in your theatre. Far too often the theatreman finds it "easier" to neglect his seats, letting them become worn and displeasing to both the eye and the spinal column. Seating is an important part of your operation, and it would behoove all theatremen to carefully check their seating facilities: to replace worn and damaged seats before they *prevent* comfort.

And air conditioning is another convenience which is almost a necessity for a successful theatre operation. Factories, office buildings, and homes are now air conditioned, and it is *expected* that places of entertainment will have the same facility. Air conditioning is much cheaper to install and maintain than ever before and the cost of equipment is negligible when compared to the increase in attendance that will take place after installation.

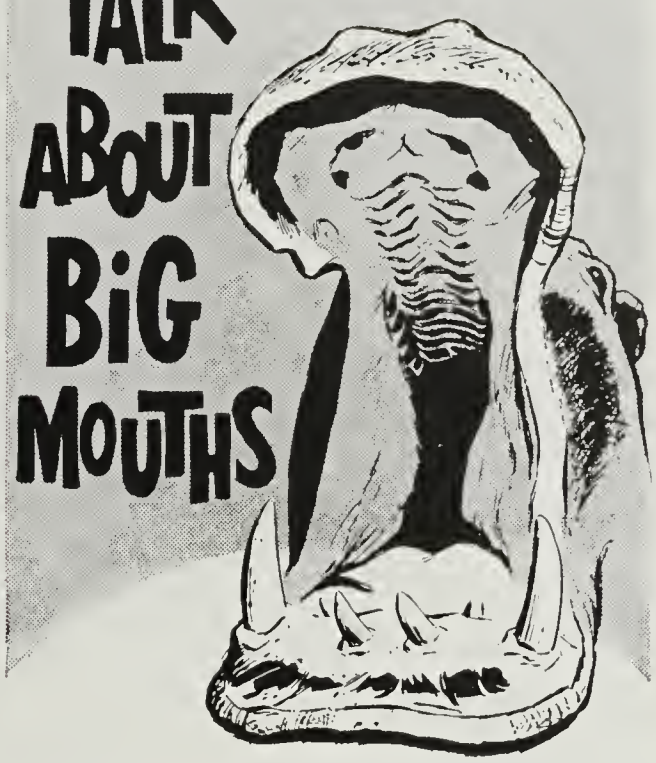
The drive-in theatre has unique problems, and their patrons expect certain comforts in them. The elimination of excess dust and dirt is necessary, and many chemicals now are available at relatively little cost. And the drive-in operation should have a playground, as we have suggested so many times before. A playground will make your theatre a complete unit for family entertainment, and this is important for increased attendance.

The last suggestion for "must" conveniences is the availability of concession items at your theatre. It is well known that they are great profit builders, and it should also be recognized that patrons *expect* their favorite theatre, be it hard-top or drive-in, to make available to them food items, ranging from high profit popcorn to popularity-increasing pizza.

Be conscious of your patrons' wishes and expectations and your operation will greatly benefit.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved. Lee Lapensohn, Editor.

TALK ABOUT BIG MOUTHS



Nobody talks more than people . . . especially when the people are your patrons talking about your worn, torn, uncomfortable seats. Give 'em something *good* to talk about . . . by talking to us about a complete rehabilitation job. Get our low, low estimate . . . and watch it pay for itself in no time at all, by upping your BO!

NOW AVAILABLE
The NEW "Urafoam" SEAT CUSHION
More durable, more comfortable, safer! Fire & mo h resistant, won't lump, sag or discolor. Molded to "breathe" & may be cleaned. Priced reasonably. Ask for samples.

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Foam Rubber & Spring Cushions, back and seat covers.



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The BALLANTYNE CO.
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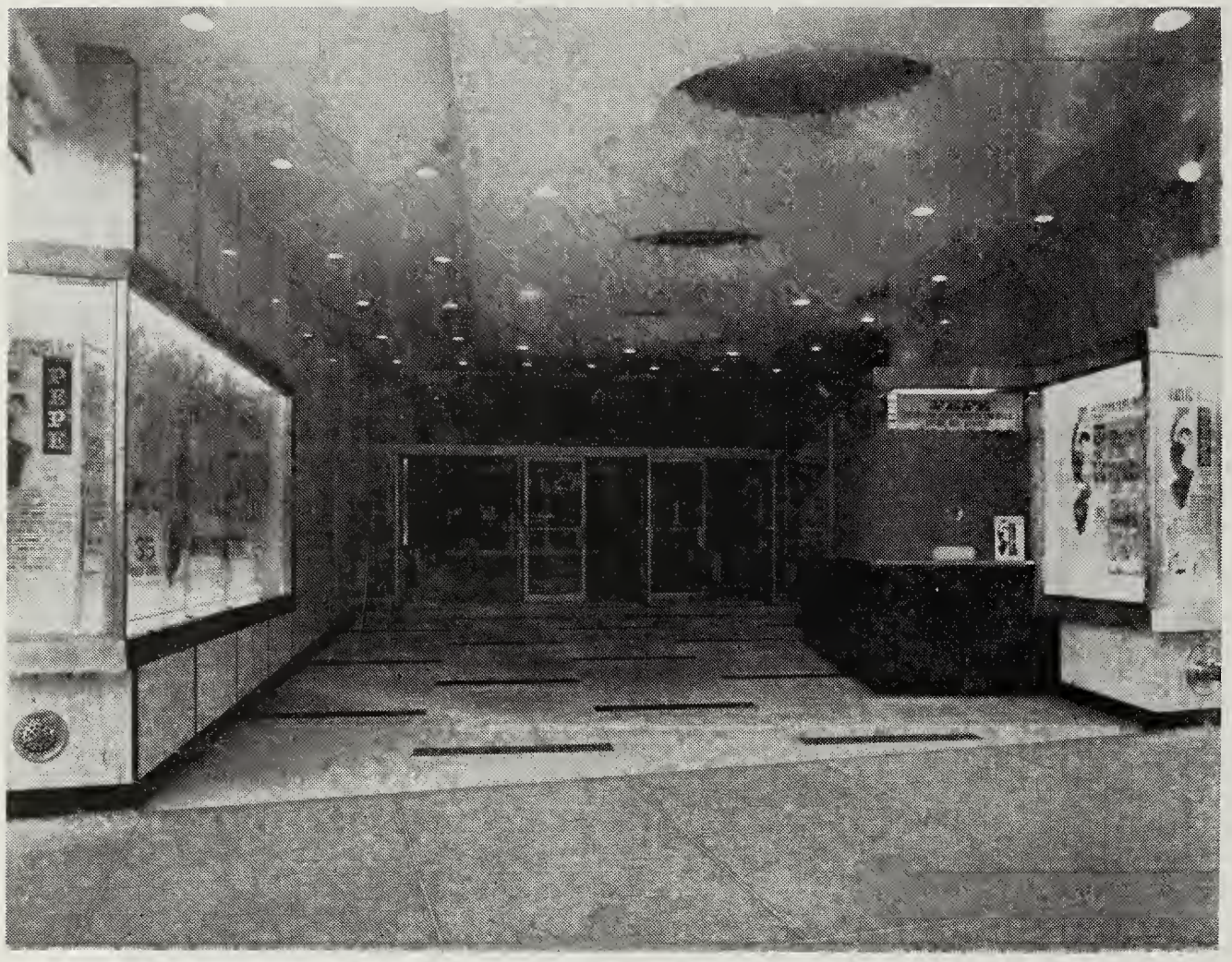


Photo at left shows the entrance lobby to the Criterion, New York City's newly remodeled showplace. Sandy toned travertine, accented with black marble, covers the walls and floor of the entrance lobby. Overhead floating walls of light flood these brilliant surfaces. A specially designed hanging ceiling covers the center of the marquee soffit with three circles containing recessed blue-white neon lighting.

Moss Criterion Refurbishes Again

The Criterion Theatre, Broadway at 45th Street in New York City, has undergone many changes in recent years, all for the benefit of its patrons. The theatre, owned and operated by B. S. Moss Enterprises, was opened Sept., 1936. Since that time, the theatre has been remodeled and refurbished to the tune of $350,000, and each endeavor has brought eye-pleasing results.

In Oct., 1956, the Criterion was remodeled at a cost of $100,000. At the completion of this job, the theatre proved to be an outstanding showplace in the lineup of Broadway houses.

And again, in Dec., 1960, the theatre was remodeled and refurbished. The cost of this second major refurbishing was $250,000, and the striking results appear in this picture story.

The credits are numerous, and each manufacturer and distributor helped to make the most recent remodeling an outstanding job. Well known theatre architect John J. McNamara and interior designer J. Frederic Lobman planned the changes with originality and modern design. Clement S. Crystal of New York City supervised all of the construction.

The facade and entrance to the Criterion is a shimmering 20th Century design. The walls and the floor of the entrance lobby are sandy toned travertine, accented with black marble covers. A specially designed hanging ceiling covers the center of the marquee soffit, with three circles containing recessed blue-white neon lighting. The marquee was constructed and installed by the Artkraft Strauss Sign Corporation. A special feature of the marquee is the 15-tons Armo air conditioning system which was installed in the marquee ceiling with concealed ducts to service the entrance and second lobby areas.

The 16-feet long boxoffice is set back four feet from the building line. The facing of the lower half of the boxoffice is black marble and stainless steel. Walls of the boxoffice interior feature walnut formica sliding doors with recessed racks for the sale of reserved tickets.

The second lobby foyer features an auxiliary boxoffice. This reserve boxoffice is well to the rear of the lobby and eliminates unnecessary congestion during advance sales. The lobby itself is extremely attractive and the sculptured serpentine flooring ceiling, covered with orange and gold foil, gracefully flows into the design of the theatre entrance. The vinyl mosaic floor is both attractive and durable.

The third lobby foyer is the refreshment area, and all patrons entering the theatre must pass through this area on their way to the auditorium. Here the orange and gold foil covered walls by Winfield recalls the sculptured ceiling. A modern brass chandelier from Metropolitan Lighting hangs from a round coved ceiling. The concessions counter, which was constructed by Stein Woodcraft, is covered in walnut formica which is both attractive and easy to clean. In the counter area, four closets were built for storage of

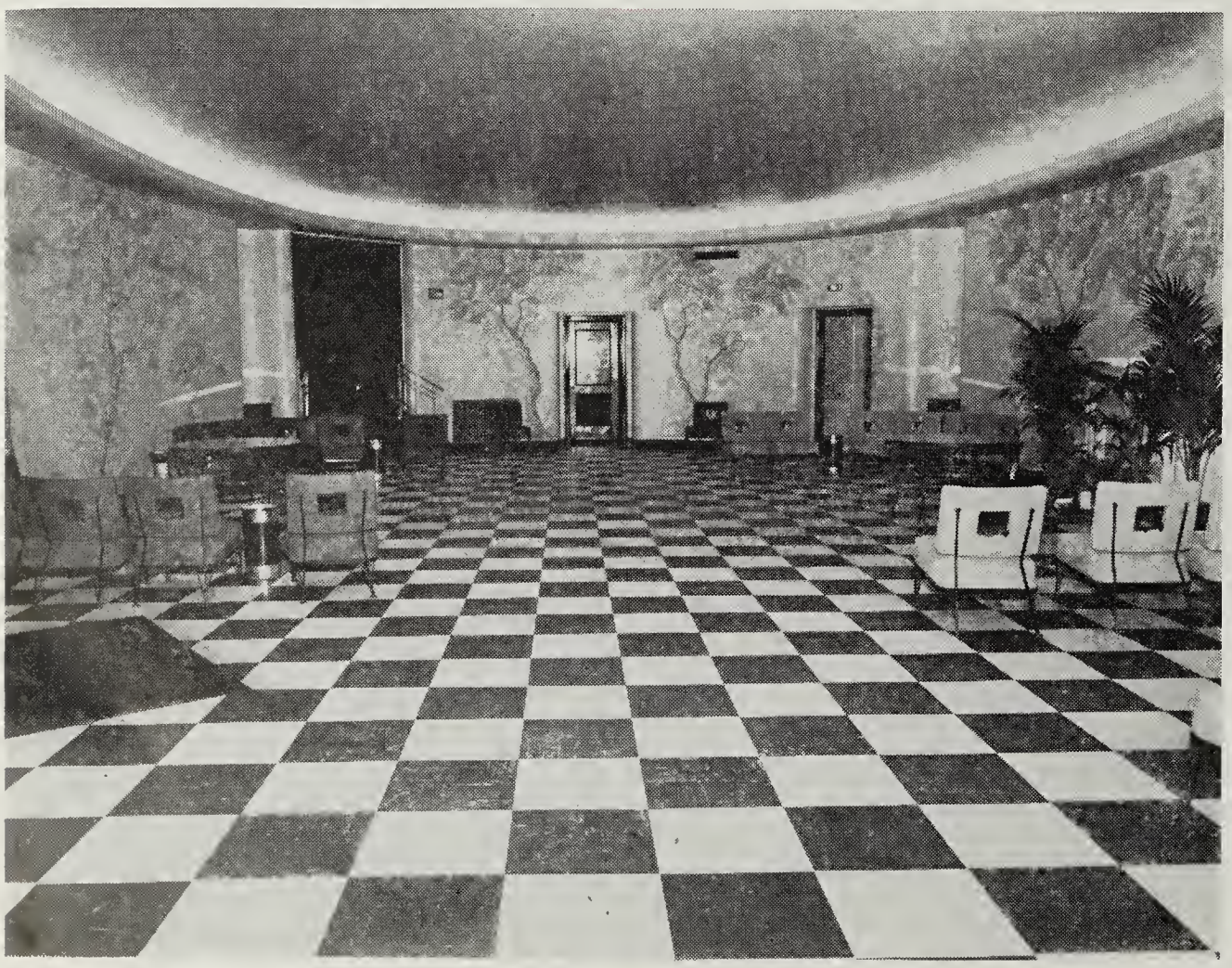


Photo at left shows the lounge area at the bottom of the circular staircase. This large oval room is furnished to simulate a spring garden. Fluorescent lighting in the cove ceiling casts even glow on the serene trees painted on walls by muralist Hunter Green. Classic white and black is used for maximum color effect.

PHYSICAL THEATRE

Vol. 16, No. 7 July 12, 1961

concession items, including ice cream and other other products requiring refrigeration.

The auditorium was extensively remodeled and the seating capacity was reduced from 1671 to 1520. Seats were staggered to permit best possible viewing of the new 50 x 25 feet Hurley Lenticular screen. All seats are International, with bright red nylon fabric, Urafoam cushions, and gray standards.

The lounge area is at the bottom of a circular staircase and is a large oval room designed to simulate a spring garden. Muralist Hunter Green decorated the walls with paintings and designer J. Frederic Lobman chose classic white Roman sculpture for his motif. Flourescent lighting replaced the incandescent bulbs in the cove ceiling with great effectiveness.

The Criterion undoubtedly was an attractive theatre after its refurbishing in 1956, but Charles B. Moss, president of the company which owns and operates the house, felt that his patrons wanted something strikingly new and convenient. He felt that his patrons wanted a change with accentuation on modern design. And his is what was done in 1960 when the theatre refurbished for the second time in so short a period.

This endeavor is another example of faith in the industry, and shows the need for constant change to please patrons. The theatregoer of today wants his entertainment in modern and comfortable surroundings, such as those provided at the Criterion.

If others in our great industry followed suit, we would again have theatres which truely could be called the "showplaces of America."

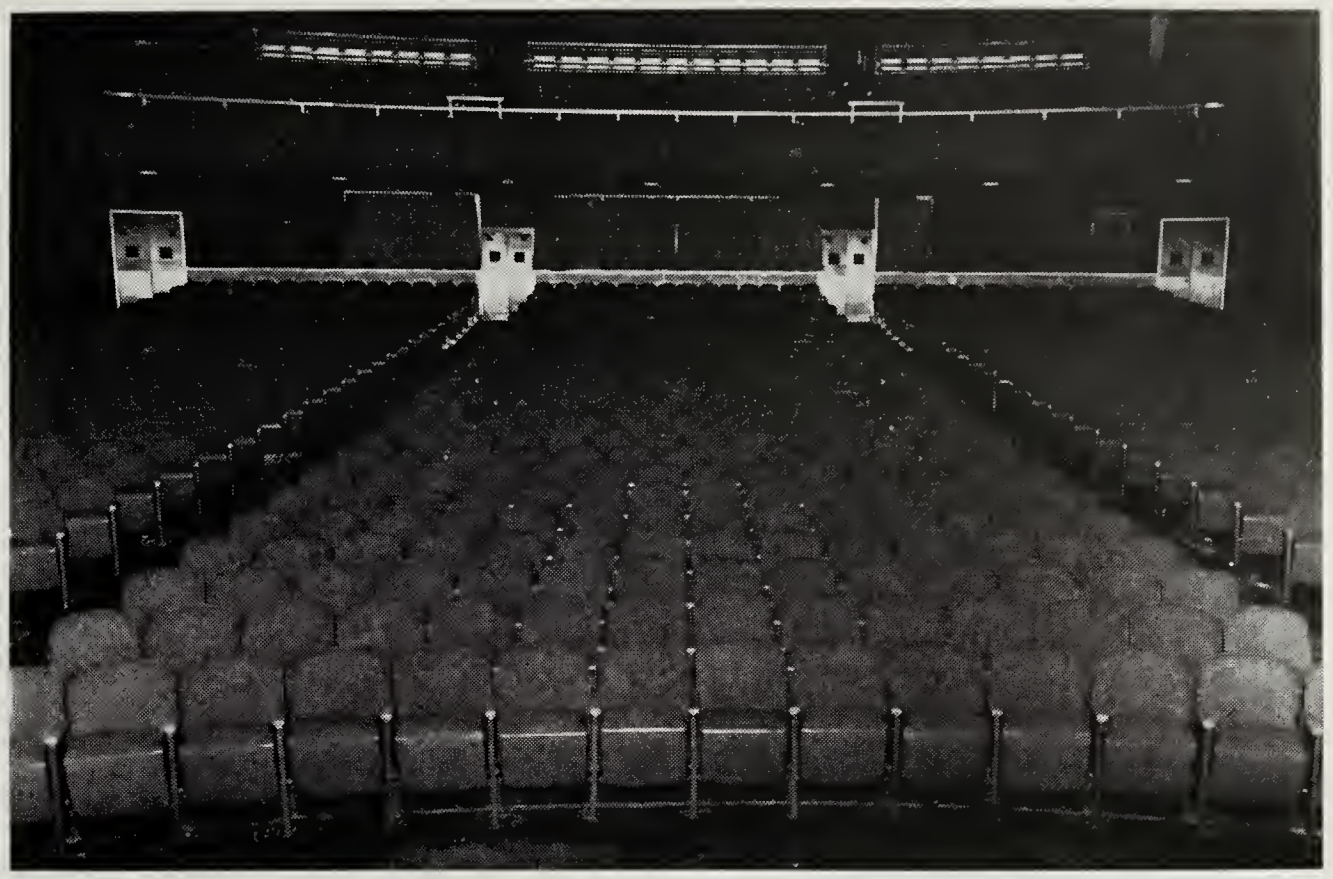






Photo of auditorium (above) shows new International Seats, installed throughout. The theatre's seating capacity was reduced from 1671 to 1520, and the seating plan was staggered to permit unobstructed view of the screen from all sections of the auditorium. The upholstery is bright red nylon with gray standards. Not seen in picture is the new Hurley Lenticular 50 x 25 feet screen. Photo of the second lobby-foyer (at left) shows the gunmetal mirrors which line the right entrance wall. On the left wall, at rear, the auxiliary boxoffice may be seen. This boxoffice is used for advance ticket sales. The sculptured serpentine floating ceiling is covered with orange and gold foil, and is studded with down lights, illuminating the vinyl mosaic floor that relates and continues the movement created in the ceiling. Photo of the concession counter (below) shows simplicity of design with maximum effect for the well-stocked stand. Four specially constructed closets were put into this area for storage of candy, with refrigiration equipment for all-round storage of ice cream. Directly opposite the concession counter are automatic beverage vending machines. The stand was constructed by Stein Woodcraft and is covered in walnut formica. All patrons pass the counter when entering the auditorium.

Credits At A Glance

Carpeting	Archibald Holmes
Concession Counter	Stein Woodcraft
Display Frames	Martin Katz
Lighting	Metropolitan
Marquee	Artkraft Strauss
Screen	Hurley
Seating	International
Supply Dealer	Joe Hornstein

EXTRA PROFITS

Devoted exclusively to refreshment operations at indoor and drive-in theaters, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

Lee Lapensohn, Editor

July 12, 1961

Automatic Vending Comments

Automatic vending has become one of the most important facets of motion picture theatre concessions operations. Many theatres today, especially hard-tops have machines to dispense beverages and other concession items to patrons with jingling pockets. And for those patrons who do not have change of bills, theatres now have machines that will provide this service too.

Arthur Houser
General Sales Manager
National Rejectors, Inc.

"There is no mystery why you are seeing more and more vending machines at theatres, both indoor and drive-in. Theatre owners are becoming increasingly aware of the advantages of automatic vending. These advantages are simple and important: attractive service to movie goers and attractive profits to movie owners. By its tremendous accomplishments for business and industry with in-plant feeding, the vending industry has demonstrated new areas in which it can produce profits for theatres owners.



"When a theatre owner turns to automatic vending, he unburdens himself of heavy capital costs and reduces other expenses as well. And, with automatic vending, service can be quickly tailored to changing trends.

"As the principal supplier of coin handling equipment to the vending industry, National Rejectors, Inc. works constantly with the industry in developing new equipment to meet special needs, such as those of theatre vending. National Rejectors' new currency changer, which automatically makes change for $1 and $5 bills, already is on the job in the drive-in theatre field. We feel the changers will contribute significantly to the growth of automatic vending at theatres."

And other industries throughout the country are recognizing the advantages to be had with the installation of a bank of modern automatic merchandising machines. Automatic feeding facilities are to be found in an increasing number of plants, and patrons from all walks of life are readily accepting vending machines in their favorite theatres. Because of the recent wide-spread installation of automatic vending machines in our large industrial centers, the population is becoming aware of the facts that automatic vending provides a clean, fresh, economical way to purchase tasty, well prepared food items.

Great strides have been made in the short history of the modern vending machine. In fact, an example of the versatility of automatic vending machines may be seen in the installation of Whittenborg's 100-feet long bank of compartments in Stockholm, Sweden. The bank has 1,515 compartments, 492 of which are refrigerated. The products sold literally comprise a selection of soup to nuts, plus a variety of sundries such as nylon stockings, toiletries, and the like. No doubt that this installation is serving as a pattern for similar projects both here and abroad, and not very far in the future.

M. B. Rapp
Executive Vice President
Continental-Apco, Inc.

"Today, the profit from automatic vending is not merely something to be added to a theatre's over-all revenue, it is a basic part of theatre operation. For the future, it can only become increasingly valuable and account for an even greater proportion of theatre revenue, in all theatres, large and small, chain and independent.



"Among the reasons for automatic vending's importance and continued growth are the remarkable advances in function and styling of vending machines. The outstanding example is Apco's development of a machine that serves soft drinks with crushed ice, enabling theatres to sell soft drinks successfully at 15 cents instead of 10 cents and actually increasing volume as well as the margin of profit at the higher price.

"Also, more vending machines are being designed with theatre decor in mind. New mehods of installation have been introduced for placing machines in recessed areas. Styling and colors harmonize with and enhance the beauty of every type of theatre.

"Another reason why automatic vending is a very important factor in the concession profit picture of theatres is the growing number of items being successfully vended through coin-operated vending machines. The industry which began with candy machines now includes soft drinks, cigarettes, ice cream and pop corn, and still more items will be added from time to time."

For this issue, we asked three men to represent the automatic vending industry with their comments. Each of the men has been asked to comment on the present status of the industry, its future, and its present place in the motion picture theatre concessions business.

The future of automatic merchandising is bright indeed, and we of the motion picture industry should realize that automatic vending can greatly benefit our operation. Machines cannot replace the concessions counter, but they can often compliment it. They can take the place of costly labor and can help speed operations when the counter becomes too busy for personal attention.

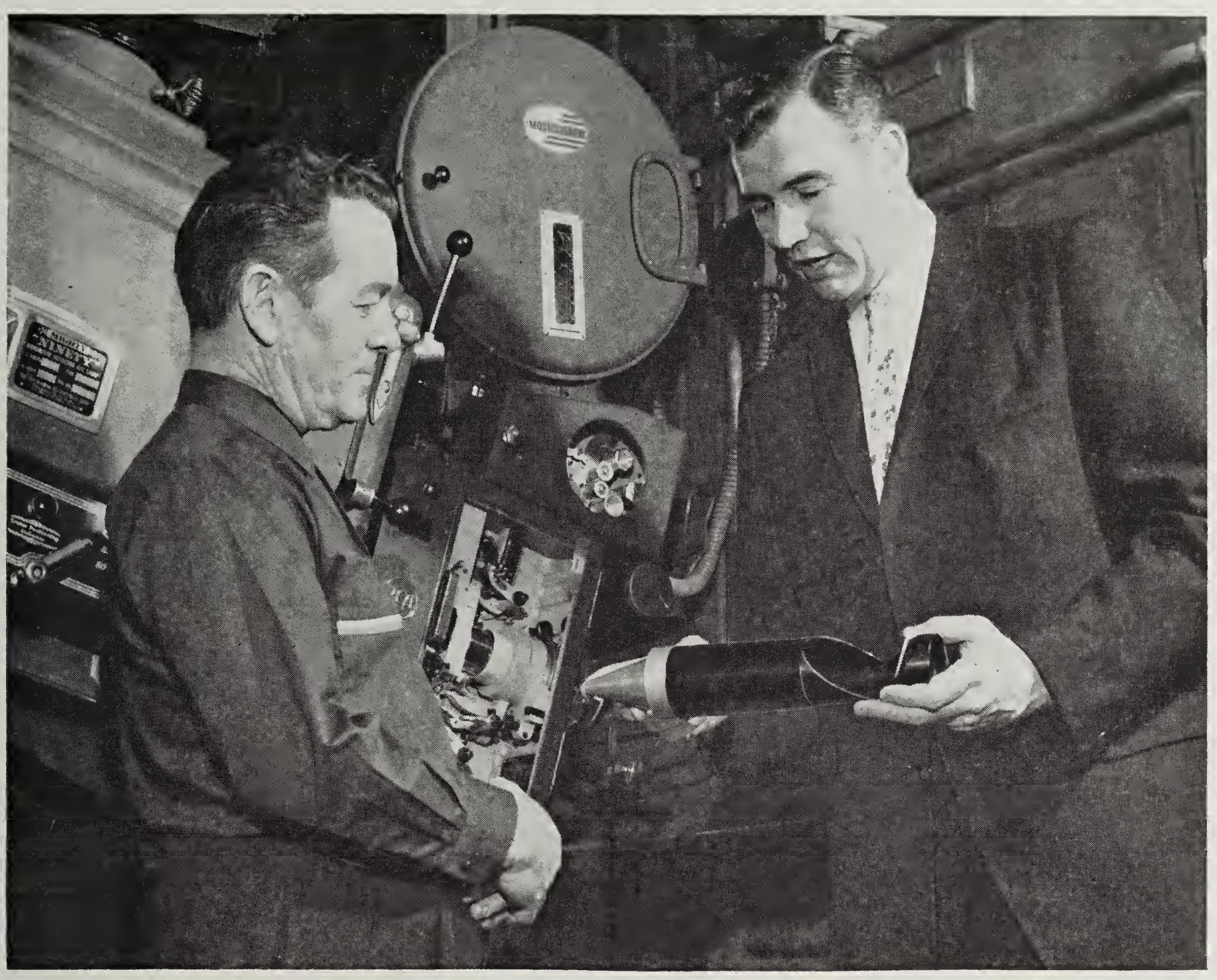
Consider your installation as an investment for greater business. The public, due to installations in industrial and commercial centers, has become aware of the effectiveness of automatic vending, and they will frequently use your machines. And they will appreciate the convenience of strategic placement of efficient machines throughout your theatre.

Thomas A. Buckley
Senior Vice President
The Vendo Company

"The substantial contribution which food sales are currently making to theatre profits underscores the growing importance of vending to the industry. A number of drive-ins have already batteries of venders for camplete snack or meal service, and vending in lobbies of hardtops has expanded from the 'Three C's' — candy, cigarettes, and cold drinks—to include ice cream, and in many instances coffee, pastry, and food items.



"The refreshment and snack concept which has been so successfully developed by theatre operators can best be expanded with automatic vending equipment. Vending is the only way the theatre operator can expand his food service without a comparable rise in labor costs. And today's automatic equipment not only sells, serves, and collects, but it is dependable in performance, handsome in styling, and extremely versatile in operation; serving virtually any hot or cold food item. Vending's record of accomplishment and rapid development in every area offers proof that it will be indispensible to every successful theatre operation of the future."



YOUR NATIONAL CARBON ENGINEER...

Sells you the best product—gives you the best service!

The illustration shows a NATIONAL CARBON Sales Engineer using the Motion Picture Research Council's Projector alignment tool to position the mirror on the optical axis of the projection lens.

These Sales Engineers—equipped with complete service kits containing the most modern test equipment—are trained to solve screen lighting problems and help the industry achieve the ultimate in picture quality. This is an important part of NATIONAL CARBON's continuing program of service to the industry.

For best projection results, use "National" projector carbons—for dependable, free technical service, call on NATIONAL CARBON. For details, ask your NATIONAL CARBON supply dealer or write: National Carbon Company, Division of Union Carbide Corporation, 270 Park Avenue, New York 17, N. Y. *In Canada:* Union Carbide Canada Limited, Toronto.



With the Motion Picture Research Council's projector alignment tool it is possible to determine within a few minutes—while the show is on—if the optical train is in alignment, or what adjustments need be made.

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NATIONAL CARBON COMPANY

UNION CARBIDE

EXTRA PROFIT TIPS

This is the seventh installment of a series featuring important comments made by Industry leaders at various trade organization meetings and conventions. Although the following comments do not necessarily reflect the views of this department, it is hoped that these provocative statements will give theatremen new insight to gain greater EXTRA PROFITS.—Ed.

By PAT J. MAHONEY
CONTINENTAL—APCO
NAC REGIONAL, NEW YORK

"During the past three years, 1958 through 1960, sales through vending machines have increased at the rate of over 200 million dollars each year. This phenomenal rate of increase is brought about by several factors, all of which are important to you:

1- The increases in the selling price of merchandise through vending machines, such as soft drinks, candy, and cigarettes.

2- The addition of many new locations, and in particular, recreational facilities.

3- The merchandising of new products through vending machines, such as pop corn.

4- The production of more versatile and attractive vending equipment by the manufacturers.

5- The acceptance by the general public of the high quality that present day vending machines produced.

"It is almost unbelievable what can be done with vending machines today. If you were able to place a soft drink machine on the sidewalk in front of your office, this unit would produce sales. Perhaps not in quantity that would make that particular site a profitable one, but it would still make some sales. One of the nice things about vending machines is that they produce sales where none existed before. You have heard the terms automatic merchandisers and silent salesmen, but I like the term sales generators when applied to vending machines. There isn't a business in the world that is not trying to create plus sales, and this is just what vending can do for you.

"A great percentage of your business is based on impulse and plus sales. It is your primary concern to extract the maximum number of sales in each situation while you have the prospective buyers captive. Once they get away, you have lost a sale forever. Lost sales is a most distasteful subject to any businessman, but if there is the slightest possibility that you can increase your sales with the aid of vending equipment, then my few minutes with you will be most rewarding.

Icemaking Units

"Before going into specific details on the use of vending machines in your situation, I must bring you up to date on the machines themselves. I must first ask you to forget any experience you had in the past concerning automatic vending equipment. No matter how fine an experience you had had, it cannot compare to what can be done today, or to what the future holds in store for you.

"Every major manufacturer of soft drink vending machines has added an icemaking unit to their present machines. This ice making unit is not a gimmick to increase the sale of vending machines, but a practical, well engineered, excellent working piece of equipment that increase the sales from machines. There are thousands and thousands of icemaker units out working today, and producing sales never dreamed of before. But the most interesting aspect of soft drink machines with icemakers is that the units are selling more drinks, at higher prices. Most theatres are selling nine ounce drinks at fifteen cents, and with "hard ticket" attractions twenty five cents is usually charged.

Aware Of Problems

"The fifteen cent price alone has raised the cents per person average from 1¾ to 2½ cents to as high as 3½ and 4½ cents. We point out this most important fact to assure you, the concessionaire, that we, as manufacturers, are aware of your problems, and we are spending many hundreds of thousands of dollars in research and development of new equipment to increase your revenues and subsequent profits.

"Not only are new machines being developed, but also new products. Syrup manufacturers are developing new flavor combinations, and one manufacturer has developed a new non-alcoholic soft drink that looks, foams, and tastes like beer. It gives the kiddie trade quite a charge, and easily vends for fifteen cents.

New Popcorn Machine

"Another piece of vending equipment that would interest you is the popcorn vending machine that is completely self-contained. It delivers a 24 ounce cup of popcorn at fifteen cents. It is fully automatic once you have put in the plug; the cups; and the popcorn.

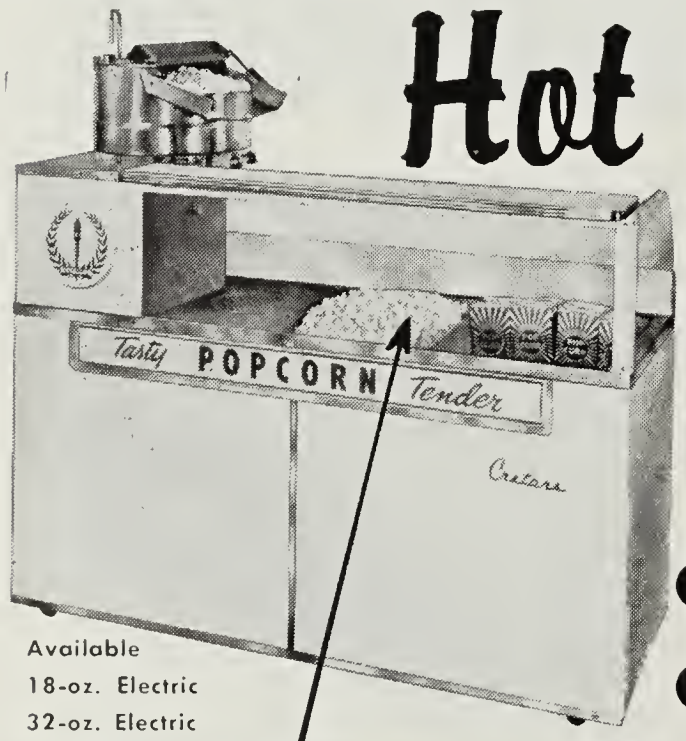
"Ice cream, candy, and cigarette vending machines have taken on a new look. They are more attractive, hold more merchandise, and handle a wider variety of products. There are newer and better models of these and other types of vending machines on the drawing boards so that we can assure you the future for vending machines looks very bright indeed.

"One of the major problems with vending in the past was coin handling. Today this problem exists no more. The coin handling equipment in the machines themselves is far superior to those of the past, and if that is not enough, you can now lease a machine that will give change of a quarter, a half dollar, a dollar bill, or a five dollar bill. These bill changing machines are actually in operation all over the United States. You may be surprised to learn that these bill changers will not take counterfeits, or currency of the wrong denomination, or foreign currency.

Survey Situation

"Now how can all this fine equipment help you? First, I am not suggesting that you replace your present equipment with vending equipment. I do suggest that you make a survey of all your situations and honestly evaluate whether or not automatic vending machines would supplement your income. Are you reaching all of the people all of the time? Are your employees in attendance at all times, or just during peak periods? Do you need another half a man, but just cannot afford to put him on? Do you have a turnover problem? If your answer is yes to any of these questions then you should positively check into what vending machines can do for you.

"It is imperative that you remember one important fact. Vending is a volume business. By that I mean that you cannot operate one or two machines and expect it to solve all your problems."



Hot POPCORN!
The Cretors
OLYMPIC
POPS it Best!
Keeps it HOT!

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18-oz. Electric
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- Sells Faster
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The Cretors CORNditioner
forces warm dry air through the stainless steel storage bin keeping popped and boxed corn HOT regardless of weather or moisture conditions.

Write for brochure on other Cretors Concession equipment.

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FACTORY:
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MANUFACTURERS OF THE OFFICIAL WEIGHT VOLUME TESTER FOR THE POPCORN INDUSTRY.

Concessionaires Consider Uniform Code Of Ethics

Eighteen officers, directors, and regional vice presidents of the National Association of Concessionaires recently attended the mid-year meeting of the NAC Board in Chicago. "Intense interest in all activities of NAC and eager participation by all marked this successful meeting," Spiro J. Papas, president, stated.

Tabulated results of the Membership Services Questionnaire recently returned by members was reported by Russell Fifer, executive director. Members indicated great interest in the development of a Code of Ethics for Concessionnaires. The public relationes committee is working on this assignment which later may develop into a "Seal of Approval" to be given to those concessionnaires who can meet the prescribed standards.

Simplified accounting aids and some comparative sales reports are being studied by a special committee composed of Jack O'Brien, James O. Hoover, Edward S. Redstone, and Fifer.

50 Promotions Available In Sweetheart Program

Sweetheart's 1961 Portion Promotion Program gives independent operators a complete merchandising program for the entire season. Fifty free posters and promotions are offered, including giant portion window posters, full color window die cuts, special



feature streamers, special event posters, giant and spectacular Day-Glo posters, carhop, cards, decals, and a host of other newly designed promotion features. Also available free to Hum-Dinger users is the Hum-Dinger Merchandising News, one of the most heralded and helpful sales aids to Soft Serv and ice cream users.

The Hum-Dinger Merchandising News is designed to keep users constantly informed with fresh ideas on how to manage and profit in their business.

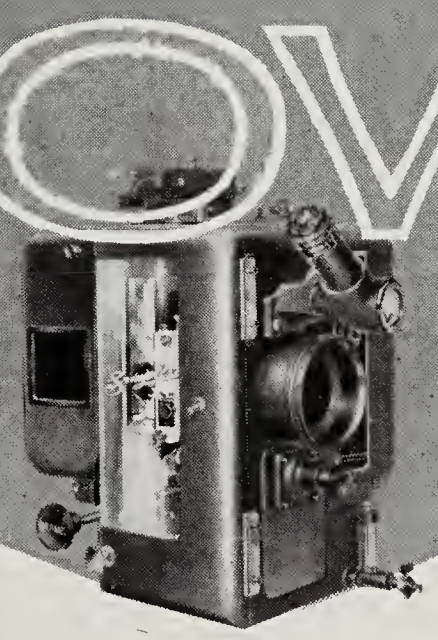
A complete harmonizing line of cups from five ounce sundae sizes to 24 ounce jumbo sizes in 11 different Hum-Dinger cups is available. The newest addition this year to the Hum-Dinger cup line is the R-20, 20 ounce size.

To make the ordering to Portion Promotional material easy, each case of Hum-Dinger cups contains a promotion order form.

Pepsi-Cola Sales Films Win NVPA Annual Honors

"Words That Sell," a sales training film produced by Graphic Varities, Inc., and sponsored by Pepsi-Cola Company, won top honors in the National Visual Presentation Association's Eighth Annual Awards Competition. A Certificate of Merit was also awarded to GVI for outstanding editing and sould effects in Pepsi-Cola's film "Workshop Montage."

YOU CAN'T BUY A
BETTER PROJECTOR
AT A BETTER PRICE
AT A BETTER TIME
THAN A SIMPLEX X-L
NOW!



SEE YOUR N.T.S. SALESMAN TODAY!
HIS "SPECIAL X-L DEAL" ENDS AUGUST 31.

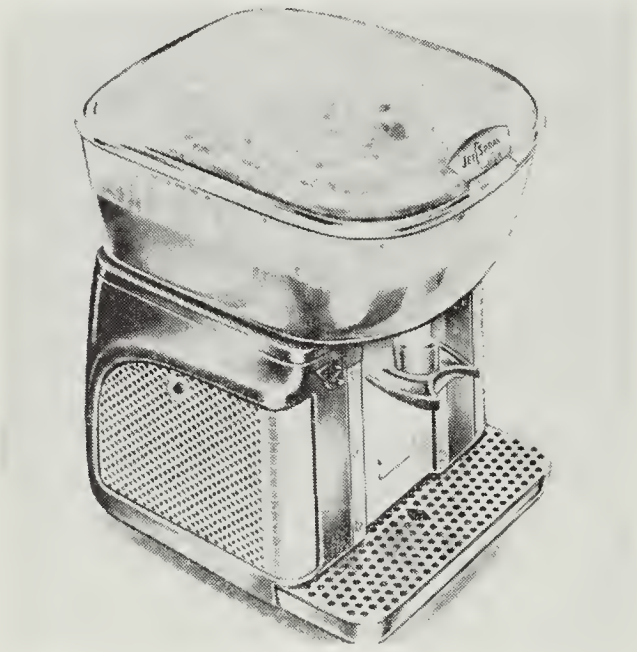
NATIONAL THEATRE SUPPLY COMPANY *Branches Coast to Coast*
50 PROSPECT AVENUE, TARRYTOWN, N. Y.
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

NEW PRODUCTS

...that have Theatre interest

New Jet Spray Satellite Maintains Top Features

Jet Spray Cooler, Inc. introduced its new Satellite model electrically refrigerated beverage dispenser for serving all non-carbonated beverages and fruit juices.



The Satellite model maintains the same size, design, and method of display for creating impulse sales that have proved so successful in food and beverage outlets throughout the country.

It has a four gallon capacity and needs just slightly more than one square foot of counter space. The new Satellite Jet Spray Cooler needs no oiling, and has few parts making possible a high degree of sanitation.

Clark Offers New Broiler With Two Separate Drawers

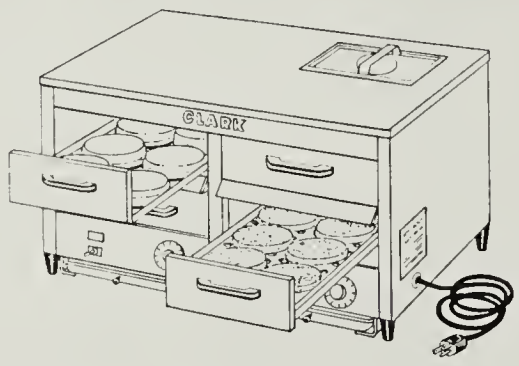


Photo shows Clark Industries' new Radiant Electric Broiler with two drawers for greater oven capacity. The new broiler has two separately controlled broilers and the manufacturer claims that heat intensity is so great that hamburger patties need not be turned while cooking. Overall dimensions: 24″ wide, 15″ deep, and 15″ high.

Automatic Film Cutter Developed By Kodak

A new machine developed at Eastman Kodak Company takes the guesswork out of separating negatives from their parent strip of film. It will cut automatically any size film from 35mm to 120 size.

The device, described by William C. Klein, senior development engineer at Kodak's Apparatus and Optical Division, at a meeting of the Society of Photographic Scientists and Engineers in Binghamton, N.Y., is a high-speed automatic film cutter for professional use. It can zip through strips of negatives at a speed of two feet per second and can be set to cut every one, two, three, or four frames, Klein said.

The cutter is never more than 3/100ths of an inch off the mark. During printing of uncut negatives the printer automatically pierces a tiny hole in the space between the frames, marking the film for the cutting operation.

The film cutter electronically senses the position of this pinhole and cuts accordingly.

We'll be making your in-a-car speakers in 1970

whatever happened to the many companies making them in 1955?

Nothing is quite so costly as purchasing speakers that won't stand rugged use and conditions. But it's even worse to find out that parts and repair service are no longer obtainable. This is no exaggeration. In the past ten years about 30 companies that once made speakers have either gone out of business or have ceased to manufacture speakers.



That's why we'd suggest that the next time you buy speakers, better talk to the old reliable, Ballantyne, a solid manufacturer of theatre, sound and projection equipment since 1932.

Ballantyne

BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.

A DIVISION OF ABC VENDING CORPORATION

1712 JACKSON ST. OMAHA 2, NEBRASKA

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PRODUCTS

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Please Check:

- ☐ **C. S. ASHCRAFT MFG. CO., INC.,** Super-Cinex Projection Lamps, 12 Phase Rectifiers
- ☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.,** In-A-Car Speakers, Attraction Baards, Changeable Letters
- ☐ **CARBONS, INC.** Larraine Carbons
- ☐ **CRETORS AND CO.,** Concession Equipment
- ☐ **COCA-COLA CO., THE,** Coca-Cala
- ☐ **KNEISLEY ELECTRIC CO., THE,** D.C. Silican Exciter Lamps
- ☐ **MASSEY SEATING CO.,** Theatre Seat Rehabilitatian
- ☐ **NATIONAL CARBON CO.,** "National" Prajectar Carbans
- ☐ **NATIONAL THEATRE SUPPLY,** Theatre Equipment and Supplies
- ☐ **NORTH AMERICAN PHILIPS CO., INC.,** Narelco 70/35mm Projectars
- ☐ **PRESSWELD, INC.,** "Track Rabbit" Midget Cars
- ☐ **RINGSDORFF CARBON CORP.,** Diamond Prajector Carbans
- ☐ **STRONG ELECTRIC CORP., THE,** Projection Lamps
- ☐ **WAGNER SIGN SERVICE, Inc.,** Attractian Panels and Letters

WANT FURTHER INFORMATION ON

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SHOWN IN THIS ISSUE

LIST ITEMS _____

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ISSUE OF JULY 12, 1961

NAME .....

THEATRE .....

ADDRESS .....

CITY, STATE .....

MOTION PICTURE EXHIBITOR

317 N. Braad St., Philadelphia 7, Pa.

D. J. Alexander Develops Dual-Purpose Receptacle

The D. J. Alexander Corp. recently announced distribution of their new Litter-Butt, a disposal unit for both cigarette butts and trash.

A new concept developed by the manufacturer of disposal receptacles, the Litter-Butt



Litter-Butt

has two separate openings and containers for both burning cigarettes and paper waste. This compact unit provides maximum safety against hazardous fires from smoldering butts.

The versatile Litter-Butt has clear markings for each compartment to avoid disposal errors. And the entire unit is covered so that ugly debris is hidden from view. Both sections of the unit are large enough to bear much traffic.

The Litter-Butt, which is smartly styled, measures 10 inches in diameter and 18 inches in height, and is made of highly polished stainless steel. It may be used as a free-standing unit or may be wall-mounted.

Flor-O-Vac Vacuum Has 2 Disposable Cartridges

A dry-pickup commercial vacuum cleaner of new design, Flor-O-Vac, is available from Nobles Engineering and Manufacturing Co. A new pickup head design, one head designed for hard floors, another for carpeted floors, and dual disposable dust cartridges are features of the machine.

The pickup head mounts directly to the front of the machine and has a swivel-bellows neck which allows side-to-side tilt of up to three inches, and up-and-down movement of three-quarters of an inch. This provides full contact with the floor regardless of unevenness.

Eight-inch wheels at the rear and an industrial caster at the front make the Flor-O-Vac easy to operate. The polished operating handle locks upright when not in use and holds the fifty-foot cord. The operating switch is handle-mounted for convenience.

Twin dust cartridges used in the Flor-O-Vac are made from special cellulose fiber, and have stiffened tops for easy removal.

Each cartridge has its own motor which operates at 1,700 rpm and draws five amperes at 115 vac/dc.

Weighing 53 lbs., the Flor-O-Vac is engineered for maximum ease of portability. Finished in the hammertone gray, the machine's metal parts are polished aluminum and cadmium plate. Trim color is laguna blue.

Helmo-Lacy Introduces New Beverage Dispenser

Combining light, color, and product action, the new Whirl-A-Drink Beverage Dispenser is ideal for your fruit flavored drinks.

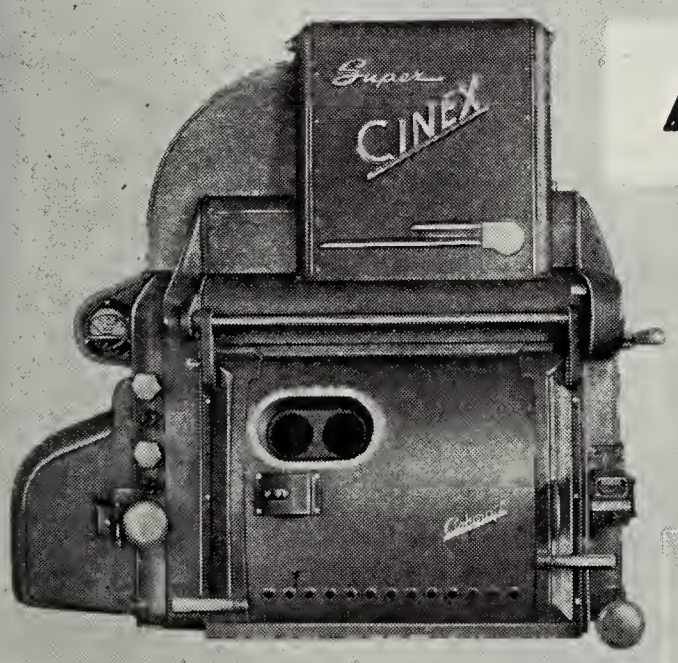
It provides instant service of cold drinks within minutes of turning on the switch.



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Steiner Joins Helmco-Lacy

R. A. "Al" Steiner has re-joined Helmco, Inc., as vice president in charge of national sales, F. R. Lacy, Jr., executive vice president announced.

Steiner will co-ordinate sales and advertising for the Helmco-Lacy line of restaurant and fountain equipment. He was previously with the Helmco organization for 17 years.

Pix Brightens For Premiere

The Pix, 42nd Street, New York City, was refurbished for the June 27 premiere of "Rocco and His Brothers," Bingo Brandt, president, Brandt Enterprises, announced.

Included in the endeavor is a new "cold light" fluorescent marquee, and changes in decor and furnishings. Ruth Jones was in charge of the interior decorations.

5 SW Personnel Attend Century Training Session

Stanley Warner Theatre Corp. engineers and supervisory personnel attended a training conference at the Century Projector Corp. factory on the new transistor sound systems



being installed in a number of their theatres, including the Allen, Cleveland, Ohio, which will open with 70mm projection and the new Century multiple channel (6-4-1) transistorized sound system.

The training conference was conducted by Gio Gagliardi, chief engineer of Stanley Warner Theatres, and included the operation and service of the complete projection and sound systems being installed. Those attending the training session are pictured, left to right: Michael Chitty, chief engineer and designer of Century; Charles Piltz, SW; Frank E. Cahill, Jr., Century vice president; Phil De Ivernois, Robert Giles, and (background) Joe Schmidlin, all SW; (foreground) Ben Perse-Capitol Motion Picture Supply Co.; Cy O'Toole, SW, and Gagliardi.

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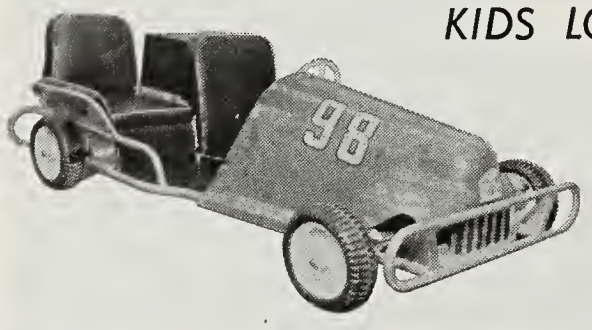
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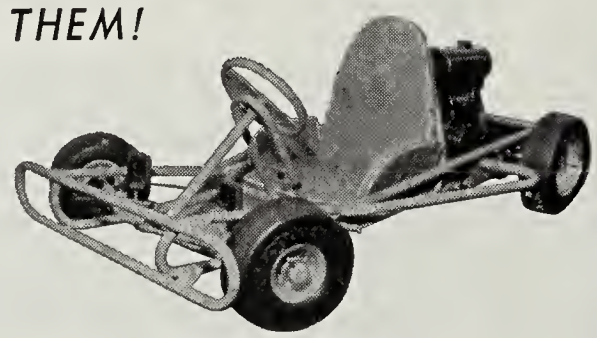
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22 Join NAC Roster

Edwin Gage, first vice president and membership chairman of the National Association of Concessionaires, announced that 22 firms have recently joined NAC. Additions to the roster include 10 concessionaires, one broker, two jobbers, seven suppliers, and two equipment manufacturers. New members are:

Walter K. Draatz, ABC Service; C. S. Baker, All Weather Roller Drome, Inc.; Carl M. Belding, Catering; Tom Brown; C. R. Keathley, Dodge State Park No. 4; R. E. Koinis, Gladieux Corp.; Edward Ellis, Jr., Holland State Park Concession; R. Carr, Ind. Sports Service; James R. Scherrer, Memorial Coliseum; D. T. Broun, Jr., Phillipsburg Drive-In; Edwin M. Kerner, Pic Corp.; Leon Goldsmith, The Ritchie Company, and John P. Costello, The Seven-Up Company.

Also: Raymond J. Gorman, Waterloo State Park; Virgil E. Pierson, Alabama State Fair Grounds; Martin L. Greenfield, Circus Cotton Candyman; Robert J. Smith, Clark Products, Inc.; Fred Schonlau, F & F Laboratories; Gill A. Centioli, Gill's Supply Co.; Stanley F. Edelman, Golden Palace Food Products; William H. Jacobs, Jet Spray Cooler, Inc. and F. E. Magenheimer, Mason, Au & Magenheimer Conf'y Mfg. Co., Inc.

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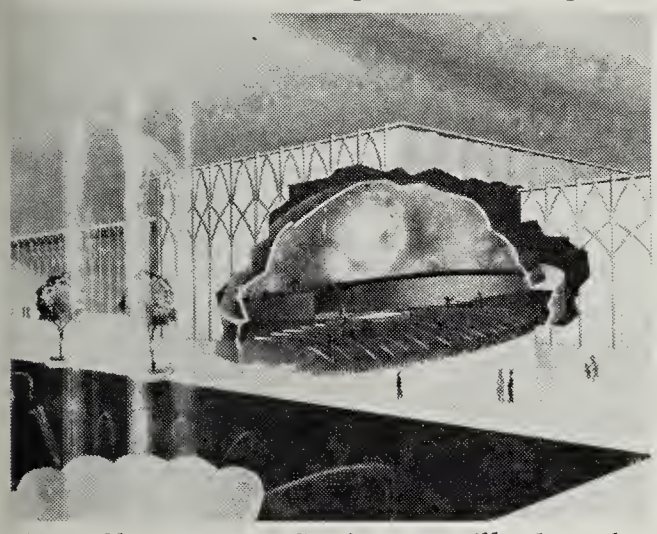
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Government Plans Spacearium For 1962 Seattle World's Fair

A unique million-dollar Spacearium theatre will be built by the Government for the Century 21 World's Fair in Seattle next year. Cinerama, Inc. is providing the revolutionary single-lens projector which will throw a picture which completely fills the domed theatre and envelops the audience on all sides and above. Boeing Airplane Company is sponsoring the production of the "Trip Into Space" film which will be shown in the Spacearium.

For Cinerama, the Benson-Lehner Corp. is constructing the special camera and accessories which will be used to photograph the space subject matter to be presented. Curtis Laboratories are developing the optical equipment necessary for the exhibit, while Fine Arts Productions will produce the special



70mm film. Century Projectors will adapt the projection equipment and Walter Dorwin Teague, industrial designers, are engineering the unusual domed theatre for the Government.

60% Of Show Booths Sold

Sixty per cent of all available booths for the Motion Picture and Concessions Industries Trade Show at the Roosevelt Hotel in New Orleans have already been sold.

The announcement of record advance sales was made jointly by Albert M. Pickus, president of TOA, Spiro Papas, NAC president, and Van Myers, NAC trade exhibit show chairman. They said the figure represents actual signed contracts.

At the current rate, Myers said, it is expected that all available space will be sold out far in advance of the show's opening. The show will take place in the International Room at the Roosevelt, Oct. 8 through 11. The NAC and TOA will also have their national conventions at the hotel, Oct. 9 through 12.

Metzger Replaces Kaylor

William H. Metzger has been elected chairman of the New York section of the Society of Motion Picture and Television Engineers to fill the unexpired term of James Kaylor, who has joined MGM labs in California as chief engineer.

Metzger is eastern manager of the Motion Picture Division, Ansco Corp. He will be replaced in his former position of secretary-treasurer of the New York section by Peter Keane, technical director of Screen Gems, Inc.

Jernigan Named Fanta V-P

Fanta Beverage Company, a division of the Coca-Cola Company, named Carl M. Jernigan as its new vice president. Jernigan formerly was assistant to the president of Coca-Cola, Ltd., the Canadian division of the company.

Kodak's Seeley Says Velvet Will Steady Motion Pictures

A "velvet glove" treatment that increases the sharpness and steadiness of movie prints was described by Gerald M. Seeley of Eastman Kodak Company at a meeting of the Society of Motion Picture and Television Engineers in Toronto.

The treatment consists of attaching three layers of velvet to the pressure plate that guides film through a 16mm motion picture printer, Seeley reported. The velvet holds the print film in contact with the movie negative and damps unwanted motion during printing.

Seeley said the method improves image sharpness and steadiness, especially in cases where film varies from standard size or is worn from previous use. The improvement is especially important in new motion picture products to obtain full benefit of their increased definition and lack of grain, he pointed out.

The velvet-lined gate also improves optical sound quality by decreasing distortion. The light pressure exerted by the velvet has no ill effect on the film surface.

Kliegl Publishes Catalog Of Lighting Control Systems

Kliegl Brothers manufacturers of lighting fixtures and control systems, recently published a complete catalog of U/L Approved Control Systems for theatres and other entertainment auditoriums. The new manual features the recently U/L Approved "SCR" Dimmer based on a design that was developed and introduced by Kliegl in 1958.

With the U/L approval of these silicon-controlled rectifier dimmers, complete dimming systems are now available for the first time with the U/L label. User can specify a complete system that will meet local building codes, fire and underwriters requirements.

The new 38-page catalog, attractively printed in two colors, also details autotransformer dimmers, Safpatch and Rotolector cold patching (contact made in a de-energized circuit) systems, consoles, programmers together with complete product and system specifications. This makes it possible to select and specify a complete Kliegl system with a minimum of time and trouble. Copies of the catalog are available.

20 Prizes Offered in July Pepsi 'n Popcorn Contest



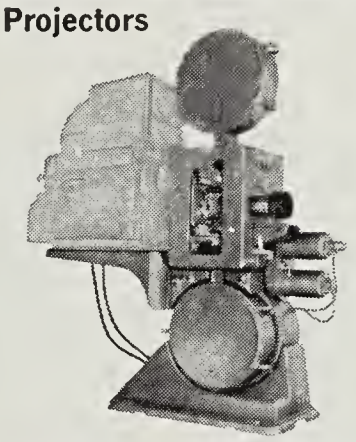
Judges of the Pepsi-Cola Company "Pepsi 'n Popcorn" July promotion discuss final contest details with Norman Wasser, Pepsi national sales manager, second from left. Judges are: William Smith, Popcorn Institute; Russell Fifer, NAC, and James McHugh of Amusement Business Weekly. A free trip to Europe for two tops the list of 20 prizes to be awarded to the winners by Pepsi-Cola.

Question

When is a Drive-in truly modern?

Answer

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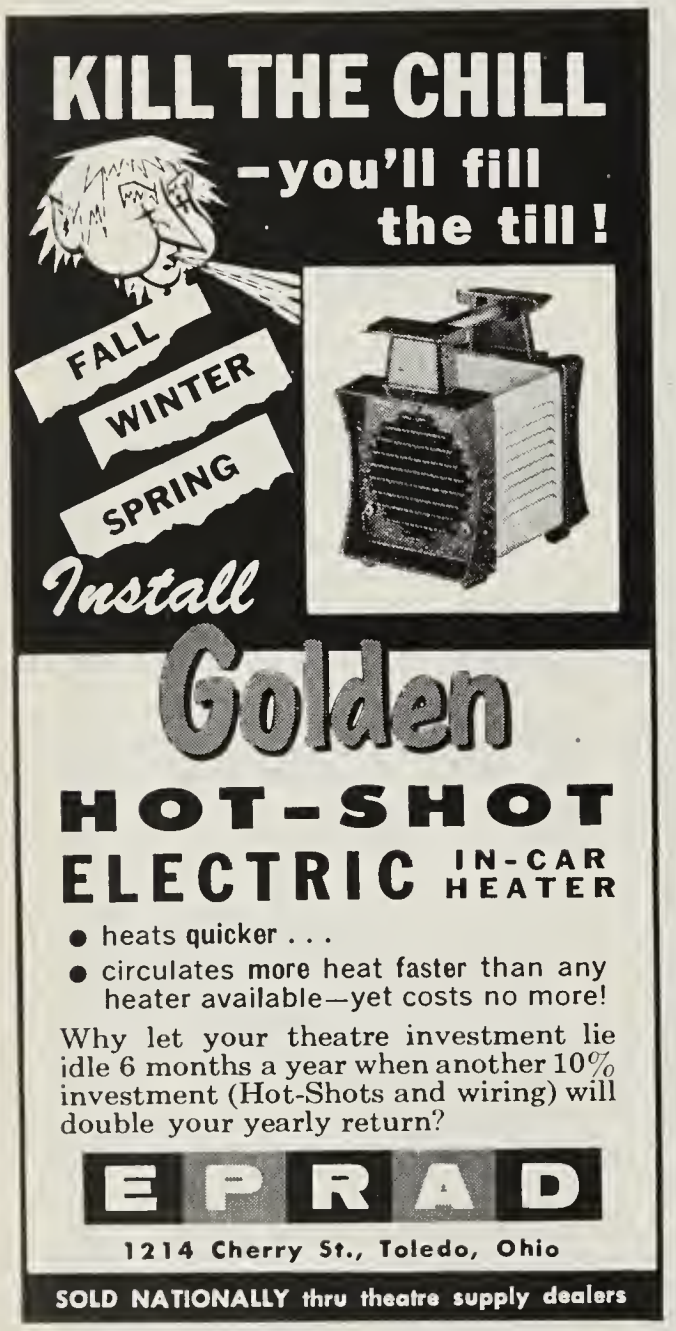
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Sky-View Installs 70mm



Clayton Yost, of the Sky-View Drive-In, Omaha, Nebraska, is shown with his new installation of Constellation "170" projection arc lamps.





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Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVISECTION Indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO
VOL. 66, NO. 6
JULY 12, 1961

ALLIED ARTISTS

Brainwashed (6108)

DRAMA
102M.

Allied Artists
(German-made) (English-dialogue)

ESTIMATE: Good suspense entry for general situations and art spots.

CAST: Curt Jurgens, Claire Bloom, Jorg Felmy, Mario Adorf, Albert Lieven, Alan Gifford, Dietmar Schonherr, Karel Stepanek, Wolfgang Wahl, Rudolf Forster, Albert Bessler, Jan Hendricks, Harald Maresch, Dorothea Wieck, Ryk De Gooyer, Susanne Korber. Produced by Luggi Waldleitner; directed by Gerd Oswald.

STORY: Brilliant Viennese aristocrat Curt Jurgens enters the salon of a New York-bound ship and finds the world chess champion playing several other passengers. Jurgens assists them and cleverly maneuvers the champion into a stalemate. Asked where he plays the game, Jurgens replies that he has never seen a chess piece before. In flashback, Jurgens is arrested by Nazi officers led by Jorg Felmy, who are determined to force from him the secret of what he has done with church art treasures. Ballerina Claire Bloom attempts to intercede with Felmy in Jurgens' behalf. She is no collaborator but cooperates with the Germans to insure her career. Jurgens is locked alone in a room and Felmy expects him to break down since he has nothing on which to exercise his intellect. The plan works until Jurgens manages to steal a book on chess. He fashions chessmen from bread and endlessly plays game after game on his checkered blanket. When he is found out, he plays on the ceiling, moving pieces mentally on a board fashioned by the shadow of his bars on the ceiling. Felmy is in love with Bloom, and she persists in efforts to obtain Jurgens' release. At last, she and the church are successful. Jurgens has been through Hell, but has beaten his captors and revealed nothing. Bloom joins him on the ship for a new life.

X-RAY: Based on Stefan Zweig's famed novel, this suspense entry holds interest throughout as one man battles to retain his sanity and his secrets in the face of a psychological onslaught. The topic is timely, and suspense builds constantly as Jurgens delivers a fine performance. Felmy is also excellent. On the debit side, several important plot threads are left unravelled, with the conclusion likely to raise as many questions as it clears up. The bulk of the work keeps one on edge, however, and despite the long running time, it should make a good addition to the program or the art house. Screenplay by Harold Medford and Oswald.

AD LINES: "Journey Into Today's Strangest Zone Of Fear"; "Today's Shocker About The Evil Masterminds Of The Police State . . . And A Man's Struggle To Retain His Sanity."

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They provide a permanent evaluation of all features and shorts, as caught by our skilled reviewers.

MGM

The Green Helmet (116)

MELODRAMA
88M.

MGM
(English-made)

ESTIMATE: Okay auto racing programmer.

CAST: Bill Travers, Ed Begley, Sidney James, Nancy Walters, Ursula Jeans, Megs Jenkins, Sean Kelly, Tutte Lemkow, Gordon Tanner, Ferdy Mayne, Peter Collingwood, Roland Curram, Diane Clare, Harold Kasket, Lyn Cole, Glyn Huston, Jack Brabham. Produced by Charles Francis Vetter; directed by Michael Forlong.

STORY: Top racing driver Bill Travers is hired by American tire manufacturer Ed Begley to ride in top races using Begley's tires. Travers is attracted to Begley's daughter, Nancy Walters. She and Travers' mother, Ursula Jeans, fear for his safety each time he drives since Jeans' husband was killed in an accident while racing. Travers' brother, Sean Kelly, also wants to race, but Jeans holds him to his promise that he won't start until Travers gives it up. Flaws show up in Begley's tires, and when Travers' best friend, Sidney James, is killed before the big race, everyone wonders if the driver hasn't lost his nerve. Kelly joins him as co-driver, and together they win the race. Travers gives up the sport to wed Walters.

X-RAY: Excellent racing footage of the top auto events around the world are the best thing about this programmer with a familiar plot line. It should satisfy the action fan who does not expect too much in the way of character or story development. Performances are just adequate, as are production and direction, but the racing stuff is first-rate. It shapes up as satisfactory program fare for general situations to fill out the bill. Screen play by Jon Cleary, based on his novel.

TIP ON BIDDING: Program rates.

AD LINES: "The Men Who Love Speed . . . And The Girls Who Love Them"; "Share The Excitement Of The Greatest Sports Car Racing Ever Filmed."

The Honeymoon Machine (122)

COMEDY
100 M.

MGM
(CinemaScope)
(MetroColor)

ESTIMATE: Very funny comedy.

CAST: Steve McQueen, Brigid Bazlem, Jim Hutton, Paula Prentiss, Dean Jagger, Jack Weston, Jack Mullaney, Marcel Hillaire, Ben Astar. Produced by Lawrence Weingarten; directed by Richard Thorpe.

STORY: After an exercise with a missile, several U.S. Navy vessels dock off Venice, Italy, and Lt. Steve McQueen gets the idea to use the electronic brain on board one of the ships to try and beat the roulette wheel in the Venice casino. He enlists the aid of Lt. Jack Mullaney and civilian scientist Jim Hutton, familiar with the machine, and an aide aboard the vessel to flash the machine's conclusions ashore to their hotel room. McQueen meets Brigid Bazlen, daughter of fleet admiral Dean Jagger, and they are attracted to each other. Hutton runs into old flame Paula Prentiss, whom he once refused to marry because she was an heiress to millions and who presently is engaged to a State Department career diplomat. The machine does give them a winning set of numbers to play and they almost break the bank. The mysterious messages and blinking lights alert the Admiral and staff to the possibility of spies and sabotage. Jagger finally stumbles on the truth, and all is resolved hilariously and amicably, with McQueen and Bazlen getting married and Prentiss and Hutton ditto.

X-RAY: If anyone were inclined to tally the laughs at a sneak preview of the film, he would have been kept quite busy because they came fast and furious. The story is light in weight but heavy on mirth. Helping to get across a fun-laden script is a competent cast of young people as well as better direction and production. It should do well as summer fare, with all viewers getting a charge out of the nonsense. It is aided by the color photography, bright dialogue, amusing situations, etc. There is a song to be heard, "Love Is Crazy." The screenplay is by George Wells based on the play, "The Golden Fleecing," by Lorenzo Semple, Jr. The performances of Steve McQueen, Jim Hutton, Paula Prentis and other "young folk" are fine and it looks like the company's wager on fresh rookie talent will pay off well. Dean Jagger as the admiral is the only veteran in the cast. This slapstock scramble should prove a sure-fire hit with the "Where The Boys Are" newcomers scoring again in their second time around.

TIP ON BIDDING: Higher program rates or better.

AD LINES: "Perfect Mating . . . No Waiting"; "It Fits Either Sex And Manufactures Nothing But Laughter." "Some 'Shocking' New Ideas On That Old, Old Feeling."

Thief Of Baghdad (123)

FANTASY
90M.

MGM-Embassy
(CinemaScope) (Eastman Color by Pathe)
(Made in Italy) (Dubbed in English)

ESTIMATE: Arabian Nights action fantasy for kids and young in heart.

CAST: Steve Reeves, Georgia Moll, Arturo Dominici, Edy Vessel, George Chamarat. Produced by Bruno Vailati; directed by Arthur Lubin; a Titanus Production; a Joseph E. Levine Presentation.

STORY: Steve Reeves, a thief, abducts a visiting prince coming to marry Georgia Moll, the Sultan's daughter, in order to loot the palace. He is aided by an old man with magical powers, George Chamarat. The real prince escapes and Reeves is chased from the palace, but not before he and Moll have fallen in love. The prince gives Moll a potion to win her love but it turns to a poison since she already loves another. Only a magical blue rose can restore her health, and the Prince, other suitors for Moll's hand, and Reeves launch the perilous journey to the land of the blue rose. Reeves defeats all the magical obstacles in his path, finds the rose, and returns to find the city besieged by the prince. With Chamarat's aid, he creates an army, every member of which is endowed

with his looks and strength, and defeats the prince. Happiness reigns.

X-RAY: Obviously, the Arabian Nights story is not to be taken seriously. What the film does have is the world's top strong man, Steve Reeves, endowed this time with magical powers as well as superhuman strength, involved in a series of adventures that should delight the youngsters and the young in heart who still revel in Arabian Nights feats of magic and daring. The color, production and direction are fine assets; Reeves an incredibly strong and virtuous hero for a thief; and the whole bit of fluff a summertime delight for family audiences, particularly the kids. Battle scenes are particularly riotous. Moll is a lovely princess, Edy Vessel a shapely temptress, and the rest of the cast plays with tongues well in their cheeks. This is a natural for the drive-in trade. It's all good fun, and virtue triumphs. The sophisticated won't dig it, but let them go elsewhere.

TIP ON BIDDING: Better program rates.

AD LINES: "The Amazing Becomes The Incredible . . . The Fantastic Becomes Real"; The Fantastic Deeds . . . The Incredible Daring Of The Thief Who Defied An Empire."

20th-FOX

Battle At Bloody Beach

MELODRAMA
83M.

20th-Fox
(CinemaScope)

ESTIMATE: Okay War programmer.

CAST: Audie Murphy, Gary Crosby, Dolores Michaels, Alejandro Rey, Marjorie Stapp, Barry Atwater, E. J. Andre, Dale Ishimoto, Miriam Colon. Produced by Richard Maibaum; directed by Herbert Coleman.

STORY: A submarine arrives off a Philippine island held by the Japs during World War II, and it discharges Audie Murphy, a civilian who has been working with guerilla fighters, delivering supplies and removing stranded civilians. During all of his operations, he has been looking for his bride, Dolores Michaels, from whom he was separated shortly after their wedding during the initial Japanese attack on Manila. Waiting for him is soldier Gary Crosby, who elected to remain behind and work under cover. Murphy eventually comes in contact with guerilla fighter Alejandro Rey, who rounds up a group of American civilians for him to take back on the submarine. Among these is Michaels, who thought Murphy was dead. She had been having a romance with Rey and is dedicated to the guerilla cause. At the beach where Rey is to pick up the supplies and where the others are to meet the sub, they are attacked by Japs, but are able to hold them off hoping the sub will arrive in time. Crosby is killed by a shark when he tries to swim to the radio to get help. Murphy manages to get to the radio to bring up other guerilla forces. The Japs are routed, and when the sub arrives, Michaels decides to go with Murphy.

X-RAY: This programmer contains plenty of action and intrigue and a yarn that maintains interest adequately. The cast is average, as are the direction and production, while the "names" of Murphy and Crosby may be of some value in the selling. The screenplay is by Richard Maibaum and Willard Willingham, based on a story by Maibaum.

AD LINES: "The Story Of The Fighting Furies of the Pacific"; "Thunderous Tale of Guerilla Action In The Philippines".

Francis of Assisi

DRAMA
111M.

20th-Fox
(CinemaScope)
(Color by Deluxe)
(Filmed abroad)

ESTIMATE: Effective and highly interesting religious drama.

CAST: Bradford Dillman, Dolores Hart, Stuart Whitman, Pedro Armendariz, Cecil Kellaway, Eduard Franz, Athene Setler, Finlay Currie, Mervyn Johns, Russell Napier, John Welsh, Harold Goldblatt, Edith Sharpe. Produced by Plato A. Skouras; directed by Michael Curtiz.

STORY: In the 13th century, when the summons comes to the town of Assisi from the Pope to join in the fight to liberate Sicily for the King, young Bradford Dillman, son of wealthy merchant Eduard Franz, answers, as does a newly-arrived noble, Stuart Whitman, seeking funds to reclaim his estates. Dillman's girl, Dolores Hart, gives them her blessing and her colors, and Whitman falls in love with her. After their initial battle, Dillman hears a voice that commands him to return home, where he is denounced as a traitor and a coward and thrown into jail. At Hart's request, Whitman gets him out of jail, and Dillman hears a voice that tells him to rebuild a ruined church outside of Assisi. He tries to raise money for the project by selling his father's possessions but is told to return the money. He takes a stern vow of poverty. He collects stones from farmers and workers for the rebuilding, and some help, while others come to join him as he starts his religious order. The 12 brothers journey to Rome to see the Pope and to secure his blessing for the new order. Whitman wants Hart to marry him, but as she listens to the preachings of Dillman, she realizes that her vocation is to become a nun. Dillman is asked by the Pope to go to the Holy Land to try and restore peace, and there he gains the respect of the Moslem leader and is given permission to tour the area. He tries to stop some of the cruelty of the Crusaders commanded by Whitman. He is summoned to return home where he finds that brother Russell Napier has worked out a new rule which permits gifts and gets away from the vow of poverty. He refuses to join in its acceptance and goes to live in a cave alone and almost blind. As Dillman is dying, Whitman realizes how wrong he has been and begs his forgiveness. He has the blessings of many as he passes on.

X-RAY: How does one judge the potential of a religious drama? This one happens to be well-made, interesting, colorful, and oftimes inspiring. The quality is on high throughout, being evident in the acting, with Bradford Dillman fine in the lead and title role, surrounded by people who know and do their job well. The direction and production are also in the better category. Get them in and they are sure to enjoy it. A campaign to actively involve the church and its attendant elements, the organizations and individuals who are always seeking the better in films, and the more moral is quite in order. With the proper support, the entry could register impressively. The ladies especially like a good cry, and this should get a few tears from anyone. The use of color, incidentally, is another plus factor in the film's favor. The screenplay is by Eugene Vale, James Forsyth and Jack Thomas, based on the novel by Louis de Wohl.

TIPS ON BIDDING: Depends on individual situation. Higher program bracket and better.

AD LINES: "A Film Of True Inspiration"; "Heart-Warming and Inspiring Entertainment".

UNITED ARTISTS

Goodbye Again

DRAMA
120M.

UA
(Argus)
(Filmed in France)

ESTIMATE: Romance has lots to offer.

CAST: Ingrid Bergman, Yves Montand, Anthony Perkins, Jesse Royce Landis, Jackie La Pierre Dux, Jean Clarke, Peter Bull, Diahann Carroll. Produced and directed by Anatole Litvak.

STORY: Paris interior decorator Ingrid Bergman rushes home to prepare for a date with lover Yves Montand, only to receive a call that he is busy with a business appointment. He sends her to see Jesse Royce Landis, a wealthy American, who wants her home redecorated. She gets to meet Landis' son, Anthony Perkins, and he falls in love with her despite a large difference in their ages. She tries putting him off but he is determined, following her wherever she goes and not even reporting to his job in the office of a lawyer, obtained through his mother's influence. Montand is annoyed by Perkins and his attentions while Bergman is flattered. She is also confused and tries to avoid meeting him though left alone much by Montand, who spends time with other girls as well as being away on legitimate business. With Montand away for a long period, she finally succumbs to Perkins' attentions and permits him to move in with her. When Montand returns to find Perkins has taken over, he is angry. Instead of telling Bergman that he loves her and needs her, which would have brought her back to him, he sulks and goes out with other women to forget her. Montand, realizing he can't get along without her, does admit his need and asks her to marry him. When she turns Perkins out, he is overwrought and inconsolable. Not long after, Bergman rushes home to meet Montand now her husband, only to receive a call that he will be detained by a "business appointment." Bergman is left alone again.

X-RAY: Romance is the subject at hand. There's old love and young love and illicit love and a woman's loneliness and all the other emotional trimmings so dear to the hearts and tears of women. The story teller takes her time in the telling so that viewers get a chance to linger over all the details. If one is interested in the subject and in the people, one can have a good time. The cast performs well and direction and production are good. The fact that this was filmed in Paris makes the lopsided love affair believable and acceptable to a degree. How successful the film will be depends on how extensive the selling will be, and the firing of female curiosity and interest. The screenplay is by Samuel Taylor, based on the French novel "Aimez Vous Brahms" by Francoise Sagan.

TIP ON BIDDING: Higher bracket.

AD LINES: "Beware Of A Rejected Woman And Her Emotions"; "Paris Is The Place Where Anything Can Happen To Your Heart."

The Naked Edge

DRAMA
99M.

UA
(Pennebaker-Baroda)
(Filmed in Britain)

ESTIMATE: Has interest and angles.

CAST: Gary Cooper, Deborah Kerr, Eric Portman, Diane Cilento, Hermione Gingold, Peter Cushing, Michael Wilding, Ronald Howard, Ray McAnally, Sandor Eles, Wilfrid Lawson, Martin Boddey. Produced by George Glass and Walter Seltzer; executive producer, Marlon Brando, Sr.; directed by Michael Anderson.

STORY: American business executive Gary Cooper is a reluctant witness against Ray McAnally, accused of robbery and murder of Martin Boddey for whom both had worked. Cooper tells prosecutor Peter Cushing that he heard Boddey attack and had seen a man who looked like McAnally flee with a case containing money. He and an officer chased the fleeing man into the boiler room where McAnally was found, but no trace of the money. McAnally protests his innocence to no avail. As Cooper and his wife, Deborah Kerr, leave the court after McAnally has been convicted and sentenced to life imprisonment, Cooper has a hurried conference with Michael Wilding, who is to become his business partner. Kerr is surprised to learn that Cooper has amassed a large sum of money through stock manipulation. They are followed from court by disbarred attorney Eric Portman, who accosts Cooper and asks how it feels to help convict a man. Six years later, wealthy Cooper is confronted by the arrival of a delayed letter which accuses Cooper of murdering Boddey. Kerr opens the letter, which is signed by Portman. Cooper is amused but Kerr is worried. He is angered by her need for reassurance that he is innocent. The tension between them grows, and although

she tries to believe in him, she feels that she must learn the truth. Newspaper files carry McAnally's testimony wherein he claims that Cooper must have committed the murder. She visits McAnally's wife but receives little consolation from her, with the latter insisting that Cooper is guilty. Kerr locates Portman, and he tells her that he was in the office that night and saw Cooper commit the crime. She informs Cooper that she cannot help but believe the accusations. Kerr is alone in the house when a man sneaks up the stairs and into the bathroom picking up Cooper's razor. Kerr goes in to take a bath and is seized by Eric Portman, who waves the razor at her. He realized that he told her too much and tries to kill her but is stopped by Cooper. Portman falls to his death down the stairs after confessing as the police arrive.

X-RAY: There are a number of angles that can be used in the selling. This is Gary Cooper's last film. Also sell the stellar value of the cast, the suspense and the mystery, and the campaign itself. The story is a bit on the long and talky side, the characterizations are good, and the direction and production are okay. An active campaign could help put the entry across. The screenplay is by Joseph Stefano, based on the novel "First Train To Babylon" by Max Ehrlich.

TIPS ON BIDDING: Higher bracket.

AD LINES: "The Writer of 'Psycho' Now Comes Through With Another Adventure In Suspense"; "No One Admitted To The Theatre When The Red Light Flashes."

FOREIGN

The Cow And I

COMEDY
98M.

Zenith International
(French-made)
(English titles)

ESTIMATE: Good, humorous import.

CAST: Fernandel, Rene Havard, Albert Remy, Bernard Musson, Maurice Nasil, Pierre Louis, Richard Winckler. Directed by Henri Verneuil; produced by Cyclope Films.

STORY: Fernandel is a homesick French prisoner of war laboring on a German farm. While he's well treated, he decides to escape with the aid of a cow and a pail, the theory being that no one will question him in his prisoner's uniform thinking that he works on a nearby farm wherever he goes. Enroute, he passes a prisoner labor camp where he is pressed into hard labor by a stupid guard. He manages to resume his journey with the cow. Other interruptions in his journey come about when the cow insists on stopping for a romantic interlude with a bull; when a German Panzer division decides to camp overnight near his hiding place and he sits the night out in the rain and hungry. They finally reach the Danube only to find that all bridges have been bombed. He bids farewell to the cow and takes a stray rowboat across. The next day he finds that the Germans have built a pontoon bridge across the river and the cow is trying to cross, blocking the way of the troops until they let her through. At Stuttgart, he encounters two other prisoners escaping in the uniforms of German officers, but they are caught at a checkpoint while he is permitted through. He finally reaches a railroad terminal and hops a train for France after bidding farewell to the cow. Disembarking, he is questioned by the police but escapes. He hides aboard a freight train and winds up back in Germany. There he remains to be repatriated with everyone else two years later.

X-RAY: Based on a true story, Fernandel adds humour and delightful Gallic touches to what might have been a straight melodrama and a desperate one at that. Interest is well held as he and his animal friend wend their way across the picturesque countryside during World War II. The import should please art and specialty house audiences, and it is aided by good performances and efficient direction and production.

AD LINES: "The Funniest Escape Of A Prisoner Of War In History"; "Fernandel At His Delightful Best."

Frantic

DRAMA
90M.

Times Films
(French-made)
(English titles)

ESTIMATE: Interesting psychological thriller.

CAST: Jeanne Moreau, Maurice Ronet, Georges Poujouly, Yori Bertin, Jean Wall, Ivan Petrovich, Lino Ventura. Directed by Louis Malle; produced by Irenee Leriche.

STORY: Maurice Ronet, former commando employed by munitions dealer Jean Wall, kills the latter to make it look like suicide so that he and Wall's wife, Jeanne Moreau, can seek happiness together. Upon leaving, he discovers that he left a tell-tale clue behind, and when he returns, he is trapped in an elevator when the current is shut off for the weekend. Teen-agers Yori Bertin and Georges Poujouly steal his car and go off on a joy ride. Moreau sees his car go by and wonders whether he couldn't go through with the job. The kids ride the streets and wind up racing with a German tourist couple in a sports car. They follow them to a motel where they register for the night, and they have a party with the German couple. Later, they try to steal the car but are discovered, and the boy shoots the Germans with Ronet's gun. They abandon the car and gun and then decide to take their lives in Bertin's room with pills. In the morning, Ronet is freed when the current is started by the police who have come to search his office since he is now wanted for the murder of the Germans. The body of Wall is also discovered. Ronet is arrested and the police don't believe his alibi. Moreau realizes that she can clear him and goes to Bertin's room, discovering that they are both still alive. She informs the police, but Poujouly thinks he can eliminate incriminating evidence by destroying photos taken with the German couple. The police arrive and take him into custody for the killing of the tourists and also arrest Moreau for being involved in the killing of her husband with Ronet.

X-RAY: This psychological thriller is absorbing for the most part, containing action, drama, and suspense. It should do okay with with the art and specialty audiences, especially if a campaign arousing audience curiosity can be engendered. The story moves at a good pace, acting is competent, and direction and production are fine.

AD LINES: "She Was 'Frantic' With Fear"; "Murder And Fate Never Mix Successfully."

Man In The Moon

COMEDY
98M.

Trans-Lux
(English-made)

ESTIMATE: Cute English comedy.

CAST: Kenneth More, Shirley Ann Field, Norman Bird, Michael Hordern, John Glyn-Jones, John Phillips, Charles Gray. Produced by Michael Relph; directed by Basil Dearden.

STORY: Kenneth More is chosen by the proper British agency to train for a shot at the moon when it is discovered that he is not affected by cold, heat, speed, and other tricks of nature and science. They don't tell him where he is going or that he will be blazing the way for the real team of scientists who are going to land on the moon after him. His superiority at some of the tests arouses the envy of the other would-be astronauts, especially when a lot of money is offered the first one to land on the moon. Meanwhile, More has met strip tease dancer Shirley Ann Field and they are attracted to each other. When More learns of the reward, he is anxious to be the first to land on the moon, and they don't have any trouble convincing him that he should make the trip. He takes off but the capsule goes astray without the observers being aware of it. He lands in Australia. He returns in time to prevent the second and vital ship from taking off until the proper adjustments can be made. He and Field get married and wind up with a family in the test area which the government is using to find a solution to the common cold.

X-RAY: There are some very amusing moments and scenes in this import that should please most viewers with its gay and nonsensical plot. It holds interest well enough throughout. The performances are good as are the direction and production, and it can play either in the art or specialty spots or in regulation houses.

AD LINES: "It's The Moon Or Bust—You'll Laugh Your Blues Away Watching The Outcome"; "Another British Laff Riot About Astronauts And A Strip Tease Dancer."

Rocco and His Brothers

DRAMA
175M.

Astor
(Italian-made)
(English titles)

ESTIMATE: Adult art house audiences will best appreciate this fine import.

CAST: Alain Delon, Renato Salvatori, Annie Girardot, Katina Paxinou, Roger Hanin, Paola Stoppa, Suzy Delair, Claudia Cardinale, Spiros Focas, Max Cartier, Rocco Vidolazzi, Corrado Pani. Directed by Luchino Visconti. An Italian-French co-production by Titanus of Rome and Les Films Marceau of Paris.

STORY: Widow Katina Paxinou and four of her sons, Renato Salvatori, Alain Delon, Max Cartier, and Rocco Vidolazzi arrive in Milan from a small village in southern Italy looking for a better life. The fifth son, Spiros Focas, although not steadily employed, has become engaged to Claudia Cardinale, and the arrival of mother and sons coincides with an engagement party. Paxinou is easily offended at the party and upsets the engagement, after which the family settles down in a basement apartment in a poor section of the city. The boys take what odd jobs they can get and the going is rough. Salvatori and Delon are given a chance to join a boxing club from which they receive a limited income. Salvatori likes the fight game, while Delon is not too keen on it. Salvatori becomes involved with prostitute Annie Girardot, and his health and fighting soon suffer. He is reduced to petty thievery to provide her with baubles and cash. Delon is called into the army and when discharged, meets Girardot in a small town. Their friendship blossoms into love whereupon she tries to make a new life for herself. Delon comes home to find a depraved Salvatoi, Focas married without his mother's blessing, Cartier working as a mechanic, and Vidolazzi becoming wise to the ways of the streets. The family is occupying a rent-free apartment provided by the city. Unable to find steady work, Delon joins the boxing club and enjoys success while continuing to court Girardot. When Salvatori is told of the relations between Delon and his former girl, he goes into a jealous rage. With the help of a gang of hoodlums, he rapes Girardot while Delon is forced to watch, after which he beats Delon badly with the latter reluctant to fight back since he is his brother. Girardot takes up with Salvatori again and he steals and cheats to support them. They also move in with Paxinou, who despite her dislike for Girardot likes to have her son close to her. When Girardot leaves him to walk the streets again, a desperate Salvatori steals a large sum of money and is caught. Delon tries to smooth things over by promising to repay it from his boxing earnings. Delon becomes a "name" fighter and Cartier falls in love. Confused and pitiful, Salvatori decides to see Girardot again, and he locates her in a park about to "entertain" a customer. He attempts to reconcile with her but she rebuffs him. He kills her. Delon has won an important fight and is hailed as a champion. Salvatori interrupts a celebration by his appearance, and Cartier notifies the police. Paxinou is crushed. Focas is gone forever and so is Salvatori. Delon is trapped in a career he detests, and Cartier is ostracized because he called the police. The boy, Vidolazzi is the only hope of the family for the future.

X-RAY: Here is a powerful story about an impoverished yet proud rural widow and her sons and their misadventures in the big city.

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Millionairess, The—90m.—Fox 4787
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Misfits, The—124m.—UA 4790
Misty—92m.—Fox 4834
Modiglionl of Montparnasse—110m.—For. 4806
Monster Of Piedras Blancas, The—72m.—Misc. 4782
Morals Squad—60m.—Misc. 4775
Morgan The Pirote—95m.—MGM 4829
Most Dangerous Man Alive—82m.—Col. 4833

N

Naked Edge, The—99m.—UA 4838
Naked Jungle, The—95m.—Par.—RE. .4781
Natchez Trace—80m.—Misc. 4764
Never On Sunday—91m.—For. 4763
Night Fighters, The—88m.—UA 4750
Nights Of Lucretia Borgia, The—108m.—Col. 4749
Nikki, Wild Dog Of The North—74m.—Misc. 4831
North To Alaska—122m.—Fox 4766

O

Okefenokee—76m.—Misc. 4782
Ole Rex—40m.—U-I 4802
On The Double—92m.—Por. 4819
On The Waterfront—108m.—Col.—RE 4750
One-Eyed Jacks—141m.—Par. 4801
One Hundred And One Dalmatians—80m.—Misc. 4788
Operotlon Bottleneck—78m.—UA 4794
Operation Eichmann—92m.—AA 4801
Ostrich Has Two Eggs, The—89m.—For. 4767

P

Parent Trap, The—124m.—Misc. 4822
Parrish—140m.—WB 4798
Passport To China—75m.—Col. 4797
Pay Or Die—111m.—AA 4749
Pepe—157m.—Col. 4781
Pharaoh's Woman, The—88m.—U-I ...4815
Picnic—115m.—Re.—Col. 4818
Picnic On The Grass—91m.—For. 4783
Please Turn Over—86m.—Col. 4757
Pleasure Of His Compony, The—114m.—Par. 4819
Plunderers, The—94m.—AA 4765
Police Dog Story, The—61m.—UA ...4791
Portrait Of A Mobster—108m.—WB ..4803
Portrait Of A Sinner—96m.—A-I 4785
Posse From Hell—89m.—U-I 4802
Prime Time, The—76m.—Misc. 4760
Private Lives Of Adom And Eve, The—87m.—U-I 4831

R

Raymie—73m.—AA 4757
Raisin In The Sun, The—128m.—Col. ..4805
Rest Is Silence, The—106m.—For. ..4752
Return To Peyton Place, The—122m.—Fox 4814
Revolt Of The Slaves, The—99m.—UA 4831
Right Approach, The—92m.—Fox 4814
Ring Of Fire—91m.—MGM 4818
Ritual Of Love—73m.—For 4756
Rocco And His Brothers—175m.—For. .4839
Rocket Attack, U.S.A.—68m.—Misc. ..4795
Romanoff And Juliet—103m.—U-I 4820
Royal Ballet, The—131m. For. 4760
Rue De Parls—90m.—For. 4792

S

Sanctuary—90m. Fox 4794
Santa Claus—94m.—For. 4760
Saturday Night and Sunday Morning—90m.—For. 4807
Savage Innocents, The—110m.—Par. 4758
Secret Of The Purple Reef, The—80m.—Fox. 4762
Secret Partner, The—91m.—MGM 4797
Secret Ways, The—112m.—U-I 4802
Seven Ways to Sundown—86m.—U-I 4758
September Storm—99m.—Fox 4758
Serengeti Shall Not Die—84m.—AA ..4789
Sex Kittens Go To College—94m.—AA 4769
Shadow Of The Cat, The—79m.—U-I .4820
Shadows—87m.—Misc. 4806
Sin And Desire—77m.—For. 4763
Sins Of Rachel Cade, The—123m.—WB 4798
Snake Woman, The—68m.—UA 4819
Sniper's Ridge—61m.—Fox 4790
Snow White And The 3 Stooges—107m.—Fox 4825
Solid Gold Cadillac, The—99m.—RE.—Col. 4797
Song Without End—141m.—Col. 4750
Spartacus—189m.—U-I 4759
Spessart Inn, The—99m.—For. 4807
Squad Car—61m.—Fox 4787
Steel Claw, The—96m.—WB 4820
Stop, Look And Laugh—78m.—Cal. ..4750
Stop Me Before I Kill—108m.—Col. ..4829
Strangers When We Meet—117m.—Col. 4750
Subterraneans, The—89m.—MGM 4750
Sun Lovers Holiday—65m.—Misc. ...4776
Sundowners, The—133m.—WB 4766
Sunrise At Campobello—143m.—WB .4754
Surprise Package—100m.—Col. 4757
Swiss Family Robinson—126m.—Misc. 4768
Sword Of Sherwood Forest—80m.—Col. 4786

T

Tammy Tell Me True—97m.—U-I 4835
Teacher And The Miracle, The—88m.—For. 4807
Ten Wha Dared—92m.—Misc. 4756
Terror Of The Tongs—80m.—Col. 4801
Tess Of The Storm Country—84m.—Fox 4790
They Were 10—105m.—For. 4810
Three Blondes In His Life—84m.—Misc. 4803
Three Worlds Of Gulliver, The—100m.—Col. 4773
Thief Of Baghdad—90m.—MGM 4837
Tomboy And The Champ—92m.—U-I .4791
Tormented—75m.—AA 4773
Trapp Family, The—106m.—Fax 4797
Trouble In The Sky—76m.—U-I 4835
Tunes Of Glory—106m.—For. 4783
Twinkle And Shine (It Happened Ta Jane)—98m.—Re.—Cal. 4818
Two Loves—100m.—MGM 4818
Two Rode Together—109m.—Col. 4833
Two Way Stretch—87m.—For 4796
Two Women—105m.—For. 4822

U

Under Ten Flags—92m.—Par. 4750
Underworld, U.S.A.—99m.—Col. 4793
Unfaithfuls, The—83m.—AA 4813
Upstairs And Downstairs—100m.—Fox 4777

V

Village Of The Damned—78m.—MGM 4761
Violent Summer—97m.—For. 4822
Virgin Spring, The—88m.—Far. 4776
Voyage To The Bottom Of The Sea—107m.—Fox 4834

W

Wackiest Ship In The Army, The—99m.—Col. 4774
Walk Tall—60m.—Fax 4762
Warrior Empress, The—97m.—Col. 4829
Watch Your Stern—88m.—For. 4807
Weddings And Babies—81m.—Misc. ..4768
When The Clock Strikes—72m.—UA ...4835
Where The Boys Are—99m.—MGM ..4774
Where the Hot Wind Blows—120m. MGM 4757
White Warrior, The—86m.—WB 4791
Wild In The Country—114m.—Fox ...4830
Wild One, The—80m.—Cal.—RE 4750
Wild Youth—70m.—Misc. 4760
Wings Of Chonce—76m.—U-I 4798
Wizard Of Bagdad, The—93m.—Fax ..4777
World Of Suzie Wong, The—129m.—Par. 4765

Y

Young Love—81m.—For. 4784
Young One, The—96m.—Misc. 4792
Young Savages, The—100m.—UA 4814

ROCCO AND HIS BROTHERS

(*Continued from page 4839*)

The story is fairly interesting and intriguing for the most part, but frankly, after the first two hours this viewer didn't care too much what happened to Rocco or his family. Others will become enmeshed in the detailed plot and may even be shocked by several down-to-earth scenes showing rape, murder, and other degradation. They'll be intrigued by some of the characterizations as well as by the character development. The cast performs very well and direction and production are of quality calibre. It should create quite a stir amongst adult art house attendees who like their films expressive, unusual, and adult in theme and execution. The story was inspired by the novel "The Bridge of Ghisolfa," by Giovanni Testori.

AD LINES: "The Story That Shocked Thousands"; "A Big City Swallows And Changes A Good Family Into a Snarling Clan Bent Only On Survival."

MOTION PICTURE EXHIBITOR for SHOWMEN'S MERCHANDISING

JULY 12, 1961 SECTION THREE VOL. 66, NO. 6

EXPLOITATION

ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit to many other Theatre Situations.

This special section is published every-second-week as a separately bound saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each such cumulatively numbered saveable section represents current submissions that have been judged by the Editorial Board as having the originality and ticket selling force to warrant placement in the 1961 SHOWMEN OF THE YEAR CONTEST (explanation elsewhere). It is recommended that theatremen save complete annual consecutively numbered files of these EXPLOITATION sections, and on the last page of each issue will be found a complete cumulative index for the year. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Pa.

Individual* ACHIEVEMENT CITATIONS *have been issued for each of these:

B | KIDS' MATINEES

NUMBER B15
News Carriers' Party Gets Space
THEATRE: **RKO Keith's,**
ADDRESS: **Syracuse, N. Y.**
MANAGER: **S. L. Sorkin**

The "FABULOUS WORLD OF JULES VERNE" was a natural for a tie up with the Post Standard Newspaper Circulation Department. A contest was held and the Post Standard Carrier was asked to get a daily and Sunday subscription to receive a guest ticket to see "THE FABULOUS WORLD OF JULES VERNE." The newspaper carrier boys were allowed to get any assistance possible, their brother, their buddy, their girlfriend, anyone to help them sell.

Ten thousand special Heralds were made up and printed by the Post Standard Newspaper (no charge to the theatre). These were distributed throughout the city. The Post Standard sent a number of carrier boys who had already won the guest tickets to the theatre for a picture of our display in the lobby and this special 3-column spread broke on a Saturday, four days before the opening of the picture.

Twelve gross of "THE FABULOUS WORLD OF JULES VERNE" balloons imprinted with theatre and playdate were distributed at a number of schools throughout the city. These balloons were gobbled up so fast that our boys who distributed them didn't know what hit them.

Special displays were set up in the main public library; Also, the six branches. We used the one sheets and stills; Also, the front page of the pressbook. (These were very colorful) to set up special displays around the "JULES VERNE" books the library supplied.

Fifty one-sheets were posted around the city.

We contacted our local Science Fiction Group who in turn notified all their members that the "FABULOUS WORLD OF JULES VERNE" was being played. Invitations were extended to the officers of the Science Fiction Group to attend our opening night.

We received excellent television and radio coverage. The television station contributed five one-minute and two 20 second free spots on their special morning kiddy show. This, of course, was in addition to our regular paid television spots.



Syracuse, N.Y., Post-Standard carriers, 300 strong, won tickets to the RKO Keiths to see Warners' "The Fabulous World Of Jules Verne" and "Bimbo The Great" for outstanding work in a recent selling campaign. Sol Sorkin, manager, is shown giving passes to some of the winners.

The young man arrived by train at 2.00 P.M. from Buffalo and was greeted at the station by Mayor John Burns, Lloyd Hause, district manager; Fred DeRado, manager, Capri, and myself.

For a Sunday afternoon we had a nice turnout and from the railroad station we paraded to the theatre where we had a tremendous crowd to greet the star of the Allied Artists picture.

In the parade to the theatre we had Army jeeps and a couple of Army sedans from the 109th National Guard, which was followed by the local Boys Club band.

In front of the theatre, Kory was presented a life membership to the local Boys Club and also a T-shirt from the P.A.L. Organization.

We then went to our local TV station WNBF and had a tape made with, Admiral Appleby (Len Hathaway) who is very well known to all the kiddies in this area. This tape was run Monday morning at nine A.M. and again at 5.30 P.M. Monday. This tape ran about 10 to 12 minutes; and, of course, did not cost the theatre anything.

From the TV station we returned to the theatre, where the young star was presented to the audience by the Mayor and Admiral Appleby.

Kory's visit received a goodly amount of space the following morning in the Morning Sun Bulletin including several photographs.

Two weeks previous to our engagement of the film we gave away "Dondi" balloons, comic books, masks and photos to the kiddies.

Kory was here with his mother, 12 year old sister, and Jimmy Boyle, Allied Artists exploitation man.

NUMBER G26
Horror Sells Easily
THEATRE: **Fine Arts,**
ADDRESS: **Denton, Texas**
MANAGER: **Geneva Wood**

We centered our recent campaign on Columbia's "Homicidal" on the offer to cowards suggested by producer William Castle.

A "Coward's Corner" was built and set up out front for 11 days in advance with the record supplied by the distributor playing. The speaker was set up behind the "coward's corner" and played loud, stopping traffic around the square as well as the people walking by. The interest was further aroused by the attempt to determine where the screams were originating.

G | STUNTS-BALLY

NUMBER G25
"Dondi" In Person
THEATRE: **Strand,**
ADDRESS: **Binghamton, N. Y.**
MANAGER: **Paul C. Tighe**

We recently had a visit from "Dondi", David Kory.



Street ballyhoo spotlighted the recent opening of United Artists' "By Love Possessed" at the United Artists Theatre, Chicago. Four shapely model with cards on their backs receive last minute instructions before they begin their march on the downtown area from theatre manager Ralph MacFarland.

Filmack Prepared For Rush of Kid Shows

CHICAGO—The results of a survey, recently completed by the theatre division of the Filmack Corporation, show that kid show trailers outsell all other special promotion trailers by a ratio of four to one.

"And that ratio is sure to increase now that summer vacation has started and kids have more time to attend movies," says Irving Mack of Filmack.

With these facts in mind, Filmack has devoted a full page in the June-July issue of Inspiration to kid show promotions, including school's out shows, cartoon carnivals, vacation movies, merchant-sponsored kid shows, laugh shows, Disney-rama, junior admissions, and birthday clubs.



Geneva Wood, manager, Trans-Texas Fine Arts, Denton, Texas, had this attention getting lobby display of "nurse" and blonde mannikin on Columbia's "Homicidal" recently.

Carrying out the theme of the picture further, we secured a blond manikin from a local store and placed it on a bed just inside the lobby glass doors. She was wearing a black slip and was covered by a bloody sheet and had a butcher knife stuck in her stomach. A yellow spotlight revealed the blood curdling scene very dramatically, arousing interest of everyone and often bringing shocking results to those just passing by. This scene was set up six days in advance of playdate with the title of the picture on the side of the bed and remained during the run of the picture.

The yellow streak and "Coward's Corner" signs were placed in the theatre on opening day. Also, the Money Back Guarantee or "Coward's Certificates" were given out to the patrons. However, none were returned.

On opening day we had a "nurse" on duty all day with aspirin and smelling salts. She caused many inquiries by being in front of the theatre most of the time, advising patrons that she had these items for their use. We also had a drama major from one of our universities to faint in front of the theatre after coming out.

Along with the same advertising gimmick, on Saturday after opening we again had a "nurse" on duty. She even walked around the square with proper credits on her cap advertising the picture. She created such an impression as a nurse that people asked her if she was "off duty" from the local hospital. During the "fright break" she walked through the auditorium advising patrons that she had smelling salts and aspirins available for the "lily livered and faint hearted" as Castle calls them. This brought a good response from the audience.

During the busiest part of the afternoon, we had a girl planted who screamed and fainted; carried out by an usher and the assistant manager to be revived by the nurse. The response from the audience on this stunt was terrific.

All in all this advertising was very effective. One of my competitors called and congratulated me on my advertising of the picture.

Last, but not least, we had 25 window cards and four one-sheets placed around town. We had 90 inches of newspaper advertising and 53 commercial ads on the local radio station, which is about twice what we have on most pictures. Also, the picture opened here the same date that it did in Fort Worth and Dallas, and their TV ads cross plugged our opening.

All in all, our ad campaign paid off with a most successful run.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.



Jack White, famed "Popeye" impersonator, recently greeted two youthful patrons at Loew's Paoli, Hartford, Conn., special "Popeye" program co-sponsored by the theatre and businessmen.

Trading Stamp Craze Hits N.E. Drive-In

SPRINGFIELD, MASS.—In what is believed to be the first such activity in the New England territory, Richard Beebe, operator, Phillips, is distributing Top Value trading stamps—both at the boxoffice and at the concession stand.

Each adult purchasing a ticket—regardless of admission price—receives 10 stamps. Stamps are dispensed over the concession stand on the basis of one stamp for each 10 cents of the purchase.

NUMBER G27

V.I.P. Campaign On "Very Important Person"

THEATRE: **Odeon**
ADDRESS: **Birmingham, England**
MANAGER: **E. D. Hainge**

"Very Important Person." What a gift title. This is just about the year's most "Very" film and we gave it the works. "Very" is the operative word—*very* considerable campaign, *very* good press and *very, very* good takings. Bringing in the Prisoner of War Escaping Association and the Ex-Service Associations created enormous press interest.

Local leaders of these bodies were our opening night guests. An informal cocktail party set the scene and with the press present our efforts reached the ears of the widest audience. The send off was a complete success and much goodwill was created for the theatre and the industry.

The Birmingham Evening Despatch serialized the story with an episode printed each night during the week prior to play date complete with relevant stills, cast list, and theatre credits. This was a very important plug which brought the picture to the attention of hundreds of thousands living in the City and the Midlands and was without doubt a major factor in the picture's success at this theatre.

There was hardly a billboard in the area without an impressive VIP poster. Also away from the theatre, over 4000 overprinted bags were distributed to storekeepers in the suburbs bearing a pictorial impression and general credits such as supporting program and screening times—these are extremely popular with traders and are becoming a regular advertising feature in many districts.

An amusing showcase display was mounted in the foyer for some time prior to playdate to familiarize patrons with the film at a time when it was being hailed by the national press critics following the London premiere.

NUMBER G28

Get That Old Time Religion

THEATRE: **State,**
ADDRESS: **Denison, Texas**
MANAGER: **Harry Gaines**

We really got "that old time religion" to plug our recent showing of Allied Artists' "Angel Baby."

Three weeks before opening we sniped on walks, fences, walls, etc., 8 inches x 8 inches decal type teasers with copy reading: "Angel Baby Is Coming." The signature and date were omitted which made local citizens wonder if an evangelist by that name was due in town.

Ten days before opening we distributed 50 giant window cards printed in brilliant red-orange day-glo colors, which stood out above everything else in the window. We not only distributed these cards locally but also in the surrounding small towns.

We used 98 inches of newspaper space, in addition to a free story and scene mat. The above space included advance teaser ads.

We spent $50 with two local radio stations and used an extra 25 spots on a trade-out deal we have with one of the stations. A con-

THE NEW 1961 "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

$3000 IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.



Arnold Constable, famed Fifth Avenue department store, devoted two windows to a display of Serbin "Shirtwaister" fashions inspired by Warners' "Fanny" in advance of its New York premiere at Radio City Music Hall.



ABC's assistant managing director Bill Cartlidge presents Reginald Helley, manager, Regal, Wakefield, England, with his silver citation for five campaigns published in MOTION PICTURE EXHIBITOR's EXPLOITATION during 1960. Helley is also ABC's "Champion Showman" for the year and has been promoted to manage the ABC, Sheffield, which opened several months ago. Also seen is MOTION PICTURE EXHIBITOR's Jock MacGregor.



Flashing red suspense light at Loew's Sheridan, New York City, captures attention of exhibitors who entered the theatre to attend U-A's "Living Pressbook" demonstration for "The Naked Edge."

test was also promoted with one of the stations, identifying songs from the picture and offering free passes as prizes.

One of our employees brought his tape recorder down and we taped the music and shouting and part of the dialogue from the film and piped it out front and blasted the neighborhood.

At no extra cost we utilized a flash front with colorful banner and six-sheets, since we had all of the necessary material on hand, upson board, background paper, etc.

We dressed our doorman in red Bermuda shorts, a flashy sport shirt, a silly looking small straw hat and a walrus mustache and put him on the streets with a valise or "suitcase" as we call it down here. Needless to say he attracted a lot of attention. He entered into the spirit of the thing and took it upon himself to hitchhike to two neighboring towns. He would ride a couple of miles, get out, hitch another ride for a brief distance, repeating both ways between the towns. We made a special sign for his hitchhiking stint.

Waitresses, barbers, beauty shop operators, and taxicab drivers, anyone with a gift for gab were invited a few each day during the run of the picture. We figured that their word-of-mouth would be the real thing.

H | LOBBY DISPLAYS

NUMBER H5
First Aid Lobby Displays
THEATRE: **ABC Carlton**
ADDRESS: **Boscombe, England**
MANAGER: **Frederick R. Vere**

We thought that the "National First Aid Week" which was staged throughout Britain to make people first aid conscious by means of displays, demonstrations, lectures, etc, provided an excellent opportunity to cement our public relations and we offered the various organizations interested the use of our foyer for display and demonstration purposes.

The St John's Ambulance Association, British Red Cross Society and the Civil Defense Corps took advantage of the offer and erected a large display which was manned by trained personnel at all times. Interested patrons were given leaflets and booklets on first aid and were encouraged to enroll for a course with any of the organizations participating.

A press handout was prepared, giving not only details of our display but of other events being staged during the week. To encourage the younger elements, St. John's Cadets gave demonstrations and this led to press coverages which tied in the theatre.

For the Press Ball which is one of the social highlights of the year here I arranged with our Associated British studios for the personal appearance of Paul Massie whose latest film "The Rebel" was playing at this theatre. Before going to the ball he appeared on my stage and the visit resulted in a very full press coverage. I plugged the visit with extensive front of house advertising and on the day erected a large "Welcome" banner.

Susan Twydale, an employee at this theatre, won through to the finals of the "Miss Cinema" contest. I promoted clothes from local fashion and shoe stores and personally accompanied her to London. On this occasion not only did I make the local papers but the London evening papers as well.



Model Jan Allen is seen watching the K. P. detail in front of the Madison, Detroit, Mich., for the opening of United Artists' "The Last Time I Saw Archie."

I | INSTITUTIONAL

NUMBER I-11
Charity Midnight Matinee
THEATRE: **Odeon**
ADDRESS: **Newport, Mon, England**
MANAGER: **S. H. Bowen**

There has to be a first time for everything and this was the first time for a midnight matinee in Newport. First a committee of 12 ladies descended on the theatre with the news that my managing director, Kenneth Winckles, had given permission for its use for a charity performance in aid of the Re-Building Fund for the Cathedral.

The film was to be Walt Disney's "The Swiss Family Robinson." What started out to be just an ordinary affair grew into a fairly big one and a not unimportant one for it eventually had its effect on the county as well as the town. Without a booking plan we worked off a seating plan, had the tickets printed, the seats numbered and set about quite extensive arrangements at the theatre.

Everything as far as possible was arranged so that no charges were made against the charity. Ticket selling was undertaken by the committee at the theatre and the gas company showrooms. The local transport services gave space on their buses for 200 bus bills and the Monmouth Advertising Company gave space on their billboards for 53 posters.

My staff gave their services free as did the staff at the Rank sister theatre, the Coliseum. The cloakroom staff at the Majestic Ballroom also gave their services. A Corps of Commissionaire's doorman was loaned by the White-

(*Continued on page EX-336*)

SAVE . . . these EXPLOITATION sections!



Specially Numbered, Classified, Indexed and Punched for Filing, they will prove to be an encyclopedia of useable exploitation stunts.

A standard 10½" x 12¾" Ring Binder can be purchased locally, or the sturdy 3-ring

Service-Kit Binder

capable of holding two full years of data is available to Subscribers for $1.50 each.

(Price includes shipping costs. Cash with order, or C.O.D.)

MOTION PICTURE EXHIBITOR
BOOK SHOP
317 N. Broad Street
Philadelphia 7, Penna.

COMPANY ASSISTS

EMBASSY PICTURES and Dell Publishing Company have launched a comic-book promotion for Joseph E. Levine's MGM presentation of "Morgan The Pirate." The comic book features scenes from the film and carries full cast and credits. Dell sales and promotion representatives are coordinating in the drive with Embassy-MGM representatives. Posters, placards and other displays giving playdate information are being sent to book stores, department stores and newsstands.

COLUMBIA and the Gruen Watch Company have united in an unusual contest on "The Guns Of Navarone" whereby entrants can win a 23-jewel wrist-watch named "Gruen Navarone" in honor of the film. The tie-up, which involves the Kay Finlay jewelry chain in New York in addition to Gruen retail outlets across the country, will require participants to name the exact number of days, hours and minutes it took to film the ship-wreck sequence in the picture. Each individual jewelry store will carry special poster art material announcing the contest and the picture.

MGM has completed a major product tie-up with Hires Root Beer to promote "Bachelor In Paradise." Special art of Bob Hope with the product is being filmed for use by Hires across-the-board in newspapers, magazines and billboards representing 300 million reader penetrations. The tie-up also extends to signs on Hires trucks and placards in retail outlets for the soft drink.

UNIVERSAL-INTERNATIONAL and Bolex, one of the world's top camera manufacturers, have developed an unusual joint promotion in connection with Ross Hunter's two forthcoming U-I releases, "Tammy Tell Me True" and "Back Street" involving their dealers from coast to coast. Called the Ross Hunter "Top Secrets" promotion plan, Bolex customers are being afforded an opportunity to share Hunter's secrets of Hollywood movie-making when they purchase the new Bolex movie camera. The promotion is being backed by a special promotional kit that contains a special recorded message from Hunter for the Bolex dealers and other dealer helps in taking advantage of the Hunter reputation for making top film hits. While the emphasis in the promotion will be on "Back Street," which is scheduled for Fall release, the material has been prepared sufficiently well in advance to enable dealers to tie in with the release of "Tammy Tell Me True."

WARNERS and the house of Serbin are involving 10,000 dress shops across the country in a huge cooperative promotional campaign for "Fanny," and "The Shirtwaister," Serbin's new dress style inspired by the film. More than 100 prestige stores in key cities are among the outlets that will feature the Serbin "Shirtwaister," each of which will carry a "Fanny" hand-tag. Backing the campaign will be a three-page ad in the August issue of Mademoiselle magazine.

UNIVERSAL-INTERNATIONAL has tied up with Capador, manufacturers of popular-priced millinery, who have created a series of "Tams" in connection with "Tammy Tell Me True." The tams are being called "Tammy Tams" and will be merchandised from coast to coast. Special promotional photographs are being made available to local dealers handling the Capador line so that they can tie-up with local exhibitors who will be playing the film. U-I has also set a tie-up with Kapart Manufacturing Company, makers of "Baby-Gro," a new infants' sleep outfit, along the same lines. As part of the Kapart promotion local distributors and outlets are being urged to develop "Most Beautiful Baby" contests with local prizes including Kapart merchandise.

MGM has completed a promotional tieup with Serta Mattresses along with 14 nation-wide tie-ups with manufacturers and retailers to promote "Bachelor In Paradise." The tie-ups include national magazines, newspapers and trade advertising, billboards and counter displays, bumper strips, TV and radio time, package promotion and contests. In addition to the Serta deal, which includes a double-truck ad in Life, the tie-ups include the 5,000 member stores of Independent Grocers Association, Avis Car Rental, Hughes Markets, RCA, Webcor tape recorders, North American Van Lines, and several more now in work.



This parade down Main Street for the world premiere of 20th-Fox's "Misty" was held recently in Chincoteague, Va., where the entire picture was filmed by producer Robert Radnitz.

CHARITY (*Continued from page EX-335*)

head Steelworkers. The town gave a reception for the VIPs at the Mansion House through the good offices of the mayor and the Parks Superintendent gave the floral decorations for the theatres and the Mansion House.

By arrangement with head office, John Behr brought down the star of the film, Janet Munro, and introduced her on the stage at the end of the performance. He also introduced the Archbishop of Wales who thanked all who had made the affair possible.

The matinee was nearly a sell-out and most successful from the promoter's viewpoint. It was a night that will be remembered and one that gave the Rank Organization nothing but praise, prestige and goodwill in town and county.



This lobby display at the Capitol, Salt Lake City, drew attention to a contest held in conjunction with "The Fabulous World Of Jules Verne" and "Bimbo, The Great," Warner releases. The bicycles were given away in a coloring contest sponsored by The Deseret News.

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Founded in 1933 by
CHARLES E. "Chick" LEWIS

JULY 19, 1961 | Volume 66 | Number 7

IN TWO SECTIONS • THIS IS SECTION ONE



20th-Fox Team To Meet Exhibs

(See Page 6)

MGM Earnings Hit 15 Year High—Vogel

(See Page 7)

Peter G. Levathes was named recently to the post of supervisor of 20th-Fox studio facilities, also continuing as president of 20th-Fox TV and vice-president of the parent firm.

The Fast Buck And The Slow Death . . .

see editorial—page 3

MISTY SETS THE PACE ACROSS THE COUNTRY!

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CINEMASCOPE
COLOR by DE LUXE

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MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 7

JULY 19, 1961



THE FAST BUCK AND THE SLOW DEATH

WE REFER from time to time to the Catholic press. Sometimes we agree with its position, sometimes we do not. We would like to call your attention to an editorial which appeared in the July 14 Albany, N.Y., publication, The Evangelist. We wish we could say it is simply untrue, but that would just be kidding ourselves. We have editorially criticized the same situation on numerous occasions. Such publicity can only harm us all.

It would seem that in a search for the fast buck, some industry elements may find the slow death. Reprinted here is that Albany editorial, headed "DRIVE-IN THEATRES":

"A proportionately small number if drive-in theatres remain faithful to their original pledge of providing the ideal for family entertainment. Poor pictures coupled with an odoriferous moral atmosphere have invited a stigma of cheapness that drive family groups out—not in. The old family slogans that accompanied the arrival of the out-door movies have been replaced by the quip artists' vulgar labels that would be without humor even if they couldn't be substantiated in fact.

"Disgusting conduct on the part of drive-in patrons cannot, it is true, be blamed altogether on management. At the same time it cannot be denied that operators of the open-air theatres have a responsibility to exercise at least ordinary measures of care in maintaining decency and order.

"The tone of any public gathering place is set by the taste and moral concepts of its proprietor. The caliber of the clientele looked for is manifest in the kind of promotion that is used to attract attention. If drive-ins generally have earned a disreputable name, good intentioned and sincerely responsible managers can only place the blame on their unscrupulous competitors who insist on depicting the out-door movie as a mustering place for the sex conscious.

"Typical of policy that has stigmatized the drive-in is the recent extravagant newspaper advertisement sponsored jointly by the East Greenbush and Turnpike Theatres in the Albany area that announced the showing of 'two adult shockers' and confirmed what a lust feast was in the offing by several sexually articulate illustrations. A 'good neighbor warning' 'leave the kiddies at home' obviously was meant to give the impression of consideration for the impressionable young. Only the naive would fail to interpret it as an added publicity punch. 'The kiddies who go with mom and dad can be counted on to sleep away most of the hours, but the older 'kiddies' accompanied by escorts are being given the ideal setting and motivation for conceding to their own sensual passions. The managers are aware of these facts. In spite of them, they claim to have a reputable business operation that contributes to the welfare of the community.

"Because of its particularly delicate setting, the drive-in theatre stands out as an object requiring management's special care in avoiding what Pope John has referred to as 'incentives to bad morals and vice, especially for youth (which) sometimes constitute real and proper snares for holy religious values, whose destruction leads to undermining the very foundation of society." The public should be a strict judge on incentives theatres provide. The irresponsible drive-in is known by the company it invites."

This is an ugly picture for the public to carry in their minds about a great industry like motion pictures. It is a picture created by a few greedy operators, but it hurts us all. Motion pictures can be a force for good or a force for evil. . . the choice is ours. If the price for survival commercially is our self respect, it is just not worth it. (*Editor's Note—It might be well to reread our editorial of July 5 issue,* "THE CENSOR'S BEST FRIEND")

FABLE OF THE FAVORED FEW

DREW PEARSON'S Washington Merry-Go-Round examined the current Capitol Hill hassle on postage rates recently, and confirmed some thoughts we had held privately for some time.

As a publication dependent on the mails to reach subscribers, we have often fretted over the fact that our little magazine seemed to get lost in the postal shuffle while giants like Life, Look, and Readers' Digest never lost a minute. Pearson points out that favored treatment in mailing rates to these three magazines costs the Post Office (and therefore the taxpayer) an annual total of $16.9 million to deliver.

President Kennedy is currently trying to erase some of this inequality via an increase, and it is interesting to note that among the Congressmen absent or voting against the President and for the large publications was Representative Kathryn Granahan of Pennsylvania, long a champion of censorship and a highly vocal critic of motion picture entertainment.

Nothing would please us more than for MOTION PICTURE EXHIBITOR to get the same favored treatment. Until we do, remember that if your copy is late, the postman is probably just too busy delivering Life, Look, and the Readers' Digest on time.

A Critic... REVIEWS A TRAILER!

If it were necessary to emphasize the importance of a TRAILER, in selling Motion Picture Entertainment...this critical appraisal by Larry Tubelle, Motion Picture Critic for DAILY VARIETY, provides ample evidence that no other advertising medium can compare with the TRAILER's ability to arouse interest in a Motion Picture Attraction!

DAILY VARIETY DAILY

the *SHORT* story

By LARRY TUBELLE

"One-Eyed Jacks" Trailer

It is the cardinal function of the coming attraction trailer to make the spectator want to see the coming attraction. This teaser for Paramount's "One-Eyed Jacks" dispatches that duty remarkably well. But its excellence transcends salesmanship. It is a fascinating entity in itself, a pint-sized canvas of pictorially artistic impressions that matches, in its modest way, the visual artistry of the parent product itself.

The trailer arouses an emotion in the spectator. By heaping still shots one upon the other in rapid-fire array, it actually succeeds in involving the viewer in the overall story itself, unlike most such trailers which simply convey a few meaningless exchanges of isolated dialog and superimposed superlatives. There is dialog here, and outrageous superlatives too, and these diminish the impact somewhat, but not enough to seriously tarnish the complete effect. This is a trailer with a wallop for a picture with a wallop.

Curiously enough, an almost identical technique—the shotgun sequence of stills for cumulative emotional effect—has been employed in the trailer for the Italian picture, "La Dolce Vita." The results are slightly less electric owing to the fact it does not seem to match "Jacks" in terms of visual intensity or intimacy (most of the "Jacks" shots center on the Brando face), and it is in black-and-white, no match for the striking color of the Paramount release.



TRAILERS

Are your *"Best Buy"* in Advertising!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

J. A. McKinlay, manager, Gaumont, Chelsea, who recently won an EXPLOITATION citation from MOTION PICTURE EXHIBITOR, became the proud father of a baby daughter, **Susan Ann.** The McKinlay's already have a young son.

Fay S. Reeder, ad-pub director, Fox West Coast Theatres, became a grandfather with the birth of a seven pounds 11 ounces daughter to **Mr. and Mrs. David W. Fleming,** London, England, on July 12.

Obituaries

Eurega David, secretary to **Matthew Polon,** RKO Theatres vice-president and chief film buyer, died suddenly while vacationing in Canada. She had been associated with RKO for 32 years.

W. Frank Harris, 68, president, Harris Theatre Sales Company, Charlotte, died. Surviving are his wife, a daughter, a son, and a sister.

E. J. Hinge, 72, British exhibitor and past president and treasurer, Cinematograph Exhibitors Association, died suddenly. He had headed Hinge's Cinemas, Ltd., Hinge's Prod., Ltd., Hinge's Entertainments, Ltd., and 12 other theatre companies, and was owner of the Premier Casting Agency.

Emery Huse, 64, who retired last year as manager of the west coast office of Kodak's motion picture film department, died in Hollywood, where he has been stationed since 1928.

Mark Leichter, 76, brother of **Mitchel Leichter** and father of publicist **Mort Lichter,** died in Hollywood following a heart attack. He had been an associate of the late **Sid Grauman.** Survivors are his wife and another brother.

Francis H. (Frank) Myers, 50, director of purchasing for Wometco Enterprises, Inc., Miami, Fla., died of a heart attack. He had been with the firm since 1928. Surviving are his wife, three children, a sister and a brother.

Funeral services for **Philip Smith,** 62, president of General Drive-In Corp., Smith Management Co., pioneer in the drive-in theatre business, drive-in restaurants, bowling alleys and snack bars, were held Sunday, July 16, from Temple Israel. He died suddenly July 13 at his home in Brookline where he had been convalescing from an illness.

The widely known theatre and restaurant executive, philanthropist and community leader died suddenly at his home in Brookline, Mass. Born in Newark, N.J., he lived most of his adult life in Greater Boston where he began his long career in the motion picture business. At the time of his death, he had been in the theatre business for 40 years. He began his film career with Pathe as a salesman. At the age of 17, he was peddling silent film serials in upper New York state. When he was 19, he bought the Novelty, Syracuse, and by the time he was 26, owned 12 other theatres. He moved to Boston and was asked to mange the Keith's National, while acquiring other theatres of his own in Boston and New England. By 1940, he owned eight of the 15 drive-in theatres in operation in the U.S. and in 1948 expanded into the restaurant business.

He is survived by his wife, son, daughter, seven grandchildren, two brothers, and three sisters.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JULY 17

Loew's Concessions To American News

NEW YORK—One of the most important theatre concession deals ever made in the motion picture industry was signed between the Loew's theatre circuit and the American News Company. Under terms of the five year contract, American News will service and operate the concession stands and vending machines in Loew theatres in New York City and throughout the U.S. Over the period which starts Sept. 1, it is estimated that sales will gross more than $25,000,000.

Signing of the papers by Preston R. Tisch, chairman of the Loew executive committee, and Henry Garfinkle, president of American News, brings about a rather unique association—Loew's is one of the oldest and most important theatre circuits and American News will celebrate its 100th anniversary in 1964.

A program involving about $2,000,000 in improvements and rehabilitation of the concession stands and vending machines will be started in September.

In each city and area in which there is a Loew theatre, American News has a branch office and local organization to service the movie outlets.

American News entered the theatre concession field over a year ago when it took over the RKO theatre stands.

Erlick Joins AB-PT

NEW YORK—Everett H. Erlick has been elected vice-president and general counsel of American Broadcasting-Paramount Theatres, Inc., it was announced by Leonard H. Goldenson, AB-PT President.



Phil Engel, 20th-Fox eastern publicity manager, recently welcomed Plato Skouras producer, "Francis Of Assisi" to Boston prior to an exhibitor-press luncheon. The film had its New England premiere at the Paramount, Boston, under sponsorship of the Franciscan Fathers with proceeds donated to the St. Francis Seminary.

BROADWAY GROSSES

Bad Weather, Good Crowds

NEW YORK—Most of the holdovers in the Broadway first-runs proved strong at the box-offices thanks to inclement weather.

"SNOW WHITE AND THE 3 STOOGES" (20th-Fox). Paramount claimed $13,000 for the last five days of the third week.

"FANNY" (Warners). Radio City Music Hall stated Thursday through Sunday tallied $119,000, with the second session claimed at $197,000. Stage show.

"THE PARENT TRAP" (Buena Vista). Capitol announced the fourth and last week would hit $20,000.

"GONE WITH THE WIND" (MGM) Loew's State reported the 12th week reached $19,000.

"EXODUS" (UA). Warner stated the 31st week was $25,000.

"SPARTACUS" (U-I). DeMille reported $29,000 for the 41st week.

"THE NAKED EDGE" (UA). Victoria claimed $23,000 for the third week.

"GOODBYE AGAIN" (UA). Astor garnered $22,000 on the third week.

"THE TRUTH" (Kingsley-Int.). Forum did $15,300 on the third week.

"GUNS OF NAVARONE" (Columbia). Criterion hit $60,000 on the fourth week.

"TWO LOVES" (MGM). Rivoli had a $7,000 fourth week.

"THE LAST SUNSET" (U-I). RKO Palace reported $12,500 for the fifth week.

Loew's Income Steady

NEW YORK—Laurence A. Tisch, chairman of the board of Loew's Theatres, Inc., announced that for the 40 weeks ended June 8, 1961, gross revenues amounted to $30,649,000. After providing for income taxes of $1,913,000 and depreciation of $2,132,000, a net income of $1,647,300, equal to 62 cents per share of common stock was realized. For the comparable period last year, gross revenues amounted to $32,568,000, and after providing for $2,011,000 for income taxes and $2,103,000 for depreciation, a net income of $1,633,300, equal to 61 cents per share of common stock was realized.

PHILIP SMITH

Philip Smith, president of General Drive-In Corp. and Smith Management Co., was a good friend. A busy and energetic executive, he found time to be active in a host of philanthropic activities without regard to color or creed. It was enough that these people needed help. His pioneering spirit did much to lift the drive-in theatre to its present place of prominence in this industry. He will be missed by his community as well as by his industry, and more can not be said of any man.

JAY EMANUEL

20th-Fox Team To Meet With Exhibs

12-Member Sales Force To Blaze National Trail With Message Of Product For Local Level Sessions

NEW YORK—Twentieth Century-Fox general sales manager Glenn Norris revealed an extensive program of key city distributor-exhibitor education meetings that will carry the message of current and future 20th-Fox product to the nation's exhibitors. The general sales manager also announced the appointment of a 12-member sales team designed to function as information "trailblazers in each of the company's 38 exchange centers in the U.S. and Canada.

Norris elaborated on what he termed "a heads up information program for the exhibitors of the country" at an all-day conference with the newly appointed members of the selling team.

The sales chief named Clayton G. Pantages, a member of the 20th-Fox Sales Cabinet as the national supervisor for the extensive campaign. Under his leadership, the 11 regional "sales captains" began a series of local level meetings in each of the company's exchange areas with branch managers, salesmen, and booking staffs, who in turn will conduct "showmanship seminars" with exhibitors on 20th's 1961 lineup of product.

In laying out the comprehensive U.S. and Canadian information coverage Norris stressed the point to be made by the regional team. "There is an awareness on the part of 20th of the type of picture that will excite and bring to the theatres the maximum potential of moviegoers, and to this end the company has spared no cost in money and manpower. With this thought in mind, it is essential that exhibition be given 'on the spot' factual news of this product.

"This type of 'eye witness' reporting from distribution to exhibition is sometimes neglected, and the aim of these regional seminars will be to relay this product account to all exhibitors, be they chain or single theatre owners."

In each of the branch meetings, the regional delegates will lay out product seminars, screening programs, promotional aids . . . "in fact every available tool for exhibition's use in selling these pictures," the sales manager stated.

Vice-president Charles Einfeld elaborated on the distinctive advertising, publicity, and exploitation campaign that will back each of the company's coming attractions. Publicity director Edward Sullivan, exploitation director Rodney Bush, and advertising director Abe Goodman also spoke to the sales assemblage on their parts in the overall promotional plans for each picture.

The 11 members of the team which Pantages will direct and the cities to be covered by each are as follows: Kenneth O. Lloyd, Salt Lake City, Los Angeles, San Francisco and Denver; William A. Briant, New Orleans, Dallas, Jacksonville and Atlanta; Sam E. Diamond, Philadelphia, Washington, Charlotte, and New York; Nat Rosen, Pittsburgh, Cleveland, and Detroit; Al Levy, Boston, New Haven, Albany, and Buffalo; Charles F. Powers, Jr., Seattle and Portland; Morton W. Levy, Minneapolis, Des Moines, Omaha, and Milwaukee; Jack Eckhart, Chicago, Indianapolis, and Cincinnati; Joseph R. Neger, Kansas City, Oklahoma City, Memphis, and St. Louis; Dawson Exley, Vancouver, B.C., Winnepeg, and Calgary; and Philip Geller, Toronto, Montreal, and St. John.

Also present at the home office meeting were Abe Dickstein, home office sales executive, and Larry Ayres, Clarence A. Hill, Frank Carroll, and Roger Ferri, of the sales department.

PCA Reports Sharp Rise In Feature Film Scripts

HOLLYWOOD—Feature motion picture scripts submitted to the Production Code Administration during the first six months of the year totaled 141, a rise of 48 over the corresponding period in 1960.

Marked differential in the totals for the two years is due to the Writers Guild of America strike against major film producers in 1960 which lasted virtually the entire January to June period.

A report to Eric Johnston, president, Motion Picture Association of America, by Geoffrey Shurlock, PCA administrator, showed that in 1959, a year without strikes, the script total for the first six months numbered 146, or about the same as this year.

Morningside Names Matofsky Ad Chief

NEW YORK—Harvey Matofsky has been appointed director of advertising and publicity for Morningside Productions, it was announced by Charles H. Schneer, president of the motion picture company.

Matofsky will headquarter in London, assuming his new duties on Aug. 1. He has resigned from the publicity staff of Embassy Pictures to accept the post.

Beginning with Schneer's forthcoming production of "Jason and the Golden Fleece," which will be made in Yugoslavia and England this summer, Matofsky will coordinate all phases of advertising and publicity for both the domestic and foreign markets of films to be produced by Schneer and distributed by Columbia Pictures under a multi-picture agreement.

He will also be directly involved in the pre-release merchandising campaign for Schneer's latest production, "Mysterious Island."

Prior to joining Morningside Productions, Matofsky was director of publicity for the location filming of "The Wonders of Aladdin" in Rome and Tunisia. He was formerly a member of the United Artists publicity department and served as associate editor of the Independent Film Journal.

M.P. Service Shifts

NEW YORK—Harold Tabor, for the past seven years head of the military motion picture service in Europe, and John J. Nicholson, manager, film procurement and distribution branch of the service in New York, will exchange assignments about Oct. 1, the Army and Air Force Motion Picture Service announced.

Nicholson will leave New York about Aug. 15, preparatory to assuming his new duties. Joseph Moscaret, assistant manager, New York branch, will continue in the capacity of special representative, maintaining continuity of liaison with New York film distributors.

Sutton Acquires Third Theatrical Feature

LOS ANGELES—Budd Rogers, president of Sutton Pictures Corp., has announced the acquisition of the feature film, "Force of Impulse," for world-wide distribution. The latest in a series of film properties to which Sutton has secured release rights, "Force of Impulse" stars Tony Anthony, with J. Carrol Naish, Robert Alda, Jeff Donnell, Lionel Hampton, Brud Talbot and Teri Hope.

A comprehensive advertising and promotion campaign is planned for the new picture. Bandsman Lionel Hampton, who plays nine instruments in the film, is preparing a soundtrack album to be released in conjunction with first playdates. A single Decca recording of the theme music has been pressed by Jack Pleis and his Orchestra. Popular Library has published a paperback in connection with the picture, written by Marvin Albert, author of "Pillow Talk." Regional contests are being set with a prominent model agency with a screen role as the grand prize. Additional merchandise tie-ups are being consummated to include endorsements, book and record promotions and window displays.

Sutton recently announced acquisition of two theatrical features: "Fear No More," starring Jacques Bergerac and Mala Powers, produced and directed by Bernard Wiesen, and "The Unstoppable Man," starring Cameron Mitchell, produced by Jack Lamont.

Roy Cooper has been appointed sales agent for Sutton in San Francisco, Portland, and Seattle territories, it was announced by Rogers.

Cooper, who is well known throughout the three territories in connection with his theatre circuit, will be associated with Chan Carpenter and John Cummins in the distribution of Sutton feature films.

Pay-TV Test Delayed

WASHINGTON, D.C.—The Federal Communications Commission has extended to July 1, 1962, that date upon which RKO Phonevision must commence servicing customers with pay-TV in order to keep the three-year experimental license it has been awarded in the Hartford, Conn., area.

The company had planned to commence actual operations by August of this year, but appealed to the Commission for an extension on the ground that long delays in obtaining its license had compelled manufacturers to restudy costs of the production of the necessary scrambling and unscrambling equipment, and the producers were not able to make firm commitments on delivery dates until mid-1962.

Another cause for delay is the law suit filed in the Federal Courts by Connecticut exhibitors challenging the validity of the experimental license granted. This case is expected to be heard during the fall session of the U.S. District Court for the District of Columbia.

U-I Sets Dividend

NEW YORK—The board of directors of Universal Pictures Company, Inc., has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable Sept. 1 to stockholders of record at the close of business Aug. 15.

Va. Exhibs Convene, Hear Industry Toppers

STAUNTON, VA. — The Motion Picture Theatre Association of this state ended its annual convention here today with a banquet for guests and members. The convention began Monday when members registered at the Ingleside Resort.

Yesterday, the first business took place with two guest speakers addressing the theatre owners. Albert M. Pickus, president, Theatre Owners of America, and Herman M. Levy, general counsel for the same organization, discussed present trends in the industry.

Tuesday afternoon, Virginia theatremen had a golf tournament and a Bar-B-Que, topped off by an evening of dancing at the local country club.

This morning, the final business session took place with Roy Richardson, Association president, calling the session to order. Gordon White, director of the Advertising Code Administration, MPAA, addressed the group. Following White, Charles McCarthy of COMPO spoke to delegates.

This afternoon, members took part in the second round of the golf tournament and prepared for the final banquet-dance, to take place this evening.

Results of the elections will be given tonight and will be reported in a forthcoming edition.

Col. Names Miss Brennan

NEW YORK—As a direct result of the increased production activities in Rome and southern Europe of independent producers affiliated with Columbia Pictures, Hilda Brennan has been named to the newly-created post of production publicity coordinator on all Columbia releases being filmed in these areas, it was announced by Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising and publicity.

Kanji Pictures Formed Here To Sell Japanese Films, Backed By Producer

MIAMI, FLA.—The Nikkatsu Corporation, Japan's largest film producer, has arranged for distribution of its product in the United States for the first time. Under a special exclusive agreement, approved by the government, all Nikkatsu films will be handled by the newly formed Kanji Pictures Company, Inc., headed by Arthur Davis, experienced foreign film importer and distributor, and presently connected with several art houses in the south.



DAVIS

Davis has just returned from a 15 months visit to Japan, where he spent all of his time at the Nikkatsu Studios, studying their production methods and policies, and shooting special sequences and scenes for the international market. Kanji will represent Nikkatsu on a global basis.

Ten Japanese films, all with modern stories of the people today, will be released three weeks apart, beginning with "Hogs And Warships" on Aug. 15. All will be released both subtitled and dubbed into English. The other titles are "The Harp Of Burma," "Orient Underworld," "The Unholy Five," "Bad Girls Sleep Well," "Hot-Bed Of Crime," "Pool Of Pleasure," "The Stormy Man," "Diamonds In The Mud," and "The Warped Ones."

"Hogs And Warships" was just voted the Best Picture Of The Year Award by the Japanese Film Critics Association. "The Harp Of Burma" is the winner of the San Giorgio prize at the 17th Annual Venice Film Festival.

To make the films appeal to non-Japanese, Davis has done a certain amount of re-editing and additional shooting of added scenes. This was done to speed up the action and cut out unnecessary Japanese atmosphere.

These releases will be handled in three ways: to make outright sales of films to majors and established independents, turn over films for distribution on a percentage basis to qualified handlers of foreign films, and in some cases open a picture under the Kanji banner, and distribute it nationally with their own sales staff.

Kanji also will undertake to do a public relations job for the Japanese industry on behalf of the Japanese government and various tourist agencies. A New York office will be established next month, but the home office will operate from Miami, this being a central point between North and South America.

Kanji is backed by, and affiliated with, the Marubeni-Iida Company, prominent banking and trading organization with over 4,000 employees in 65 offices throughout the world, and the Nikkatsu Corporation, top-ranking film producer, operator of over 1,000 theatres in Japan, and owner of numerous large hotels in the Far East.

Using Marubeni funds in the United States, Kanji will acquire and operate an art house chain of theatres across the country, but with complete booking freedom not restricted exclusively to Nikkatsu product.

Nikkatsu will build several hotels in key cities in America, and in every instance the hotel will include a new art house to be booked and operated by Kanji. Nikkatsu will start construction of its first American hotel in Los Angeles early in 1962. The property has just been bought by Marubeni for this purpose.

MGM Reports Increase In Earnings; Vogel Predicts Highest In 15 Years

NEW YORK—Metro-Goldwyn-Mayer, Inc., reported a 29 per cent increase in earnings for the first three quarters of the current fiscal year as compared to the corresponding period of the previous year.

In his letter to the stockholders, Joseph R. Vogel, president of Metro-Goldwyn-Mayer, Inc., pointed out that the earnings for the first three quarters are almost equal to the entire 1960 fiscal year when earnings amounted to $3.83 per share. "We expect this favorable trend will continue and that fiscal 1961 will produce the highest earnings in 15 years."

Accompanying the report to the stockholders was a dividend check for 40 cents per share, payable to stockholders of record June 16.

Consolidated net income for 40 weeks, ended June 8, 1961, amounted to $9,442,000 or $3.74 per share on the 2,524,829 shares outstanding at the end of the period. In the corresponding period of the last fiscal year, consolidated net income amounted to $7,317,000 or $2.92 per share based on the 2,505,100 shares then outstanding.

Earnings for the third quarter of the current fiscal year amounted to $2,758,000 or $1.09 per share as compared to earnings of $3,578,000 or $1.45 per share in the third quarter of the previous year.

Near the end of the third quarter, MGM completed another step in its diversification in the entertainment field with the acquisition of the NTA Telestudios, a leader in the production of taped television commercials and programs. The acquisition marked the entry of MGM into the rapidly expanding viedo tape field.

Reflecting the continued increase in television activity, Vogel stated that MGM-TV production is at its highest level with shooting under way for four network series.

Vogel reported that the domestic release of "Gone With the Wind" has been one of the outstanding box-office successes, and that "Ben-Hur," in its drive-in engagements, subsequent runs in larger cities, and openings in smaller situations is continuing its unparalleled box-office record.

He also reported to the stockholders that "King of Kings," which will have a world premiere at Loew's State Oct. 11, has evoked "an outstanding audience response at its first previews and will be booked by leading theatres in key cities on a reserved seat basis."

WMGM Sale Called Off

NEW YORK—Loew's Theatres, Inc., has announced that the sale of radio station WMGM by Loew's Theatres Broadcasting Corporation to Crowell-Collier Broadcasting Corporation has been called off because the time limit set in the agreement for approval by the F.C.C. of the assignment of the license to Crowell-Collier expired on July 10.

The Commission failed to approve the assignment of the license before that date, stating in its letter of July 6 to the parties that it was unable to determine at this time that the assignment of the license to Crowell-Collier would be in the public interest.



Roger Corman, producer, "The Pit and The Pendulum," for American International, discusses the forthcoming release with William Reich, vice-president of AIP.



The NEW YORK Scene

By Mel Konecoff

WALTER READE, JR., and his Continental Distributing have themselves quite a potential in a group of British children's films that he has picked up for distribution here. And when we say that the films are for the youngsters, that's precisely what we mean. They were filmed to entertain the pre-teen group. Now, as any exhibitor faced with the necessity of playing to youngsters at matinees knows, product can become quite a headache unless you want to repeat and repeat and repeat. Most of what you're repeating has been seen on television in one form or another.

These new films stress the coming out on top of good over evil, and the heroes in the films are children which immediately establishes rapport with the audience as each viewer can place himself or herself in the hero's spot on screen.

Anyhow, it seems that Reade has asked his organization to set up some test engagements to guide him and his company in the proper merchandising of the film. Included in the tests are two theatres on Long Island, the Bar Harbour and the Manhasset, as well as in Easton and Reading, Pa., New Haven, Omaha, Minneapolis, and Baltimore. Eight features and a serial are being tested, at least locally.

We took a 10 year old to conduct our own test, and here is what she had to say: "I liked 'The Stolen Airliner' because it is interesting and it has lots of action by children who try to win over the crooks. I want to see more pictures like this because they are good. I don't like to wait to see the serial and wish I could see it all at one time."

More on this later

PROJECTION DEVELOPMENT: Exhibitors, equipment representatives, and others technically inclined witnessed a demonstration of the Xenosol Xenon Lamp, pioneered by Zeiss Ikon, which is calculated to replace the present system of carbon illumination in projectors.

Some exhibitors privately expressed the thought that adoption of the lighting system is a step toward projection automation in theatres and that the one-man booth will be more feasible than ever. An executive of the City Investing Co. subsidiary, Cine Electronic Systems, Inc., intimated that with the need to watch carbon conditions eliminated, focusing of the picture on screen could even be done from the auditorium of the theatre instead of from the booth via remote control.

The Xenon lamps are available in 500, 1000, and 2,000 watts with the small lamp intended for projection rooms, the medium size lamp for 350-seat theatres with a 50 foot throw, while the largest is for those houses which have a throw of up to 100 feet on a 34 foot screen. In October, there will be issued a lamp of 3500 watts intended for drive-ins and the larger theatres.

The price quoted for the 2,000 watt bulb alone was 350 dollars, while the complete lamphouse with bulb cost $1,500 plus installation. This is supposed to have a minimum life expectancy of 1,800 hours. Prices for the other sizes were not available. Lamphouses presently in use can be adapted to take the bulb, it was said.

John J. Callahan, Jr., vice-president of Cine Electronic Systems, claimed that the bulb was cheaper than carbons in the long run by 2½ to one. Two theatres are presently using the lamps, the Victoria on Broadway and the Plaza on the East Side where the demonstration took place. The demonstration films looked bright and clear, but no comparison was to be seen with carbon lit pictures.

DISTRIBUTION NOTE: Italy's most expensive color film musical, "Neapolitan Carousel," will finally be distributed in the U.S. by Lux Films after a lengthy interval of waiting for the "right" time, and its release will be supervised by executive Bernard Jacon, vice-president. Its release will be tied in here with the current centennial celebration of Italy's unification.

The American premiere will be held in New York probably in September when it is set to open in three theatres in different parts of the city simultaneously. The openings will be backed by heavy local as well as national promotional activities. Each city will see a local concentrated effort on the film's behalf tying in with the women's clubs, Italian groups and societies, music shops, etc. Chicago and San Francisco will probably have openings on Oct. 12, Columbus Day.

There will be both dubbed and titled versions for play in the appropriate situations. The film, incidentally, cost over $1,600,000.

Koehner Joins Cinerama

NEW YORK — Frederick E. Koehner has been appointed vice-president and treasurer of Cinerama, Inc., following the resignation of John H. Hartley.

In announcing this appointment, president Nicolas Reisini stated that Koehner brings to the company a financial background which contributes significantly to the program of new picture production and distribution in which Cinerama is now heavily engaged.

Until recently, he was comptroller of Paramount Pictures Corporation. Before that, he was a managing accountant with Price Waterhouse & Co., where he specialized in all matters pertaining to the amusement industry.

Fox Postpones Sales Meet

NEW YORK—Spyros P. Skouras, president; Murray Silverstone, 20th-Fox International president; and Glenn Norris, general sales manager, announced that the international sales meeting which was to have been held at the Beverly Hills Studios on July 24-28 had been postponed until the end of September.

Cummings Rejoins MGM

HOLLYWOOD—Jack Cummings, who produced 31 major feature films for Metro-Goldwyn-Mayer during an association which started with the studio's organization in 1924, has rejoined the company, it was announced by studio head Sol C. Siegel.

Gov't Control Seen Harming Films, TV

NEW YORK—Governmental interference has dimmed the prospects of the entertainment stocks. This is the conclusion that was drawn by the Value Line Investment Survey when it reported on TV and motion pictures. The Survey, which is executed by Arnold Bernhard & Co., investment advisers, states that the recent Supreme Court decision which upheld the right of states and municipalities to censor films "would seriously handicap selection of satisfactory movie materials and disrupt film distribution activities."

Motion picture producers would also be adversely affected by the government's efforts to lessen popular TV programming, the Survey states. Because film producers prepare many of the western and action shows for TV which the government contends are in poor taste, the Survey concludes that studios would be directly hurt by any government regulation of TV programming.

The decision of FCC chairman Minow to impose greater government regulation on TV programming would directly hurt that medium, the Survey states. "Profits would suffer if 'commercial' programming were subordinated to 'culture'," the Survey states. Under heavy pressure from Washington, the nation's broadcasters might find it advisable to modify their program formats, but the TV industry would be the loser, the Value Line Survey points out.

In conclusion, the Survey indicates that values for entertainment stocks are diminished due to governmental interference.

Two FWC Staffers Retire

BEVERLY HILLS, CALIF.—Dean Hyskell and Russ Brown, both veteran members of Fox West Coast Theatres, have retired from the circuit's advertising-publicity department, it was announced by William H. Thedford, Pacific Coast division manager.

Hyskell, who started with the company in 1934, has served in various key advertising-publicity posts, including the handling of Los Angeles first-run advertising campaigns.

Brown, who joined the company in 1929, is a former district manager of Fox Evergreen Theatres in Portland. In 1955, he headed the circuit's advertising-publicity department in Los Angeles and in 1958 was in charge of the publicity campaign for Cinemiracle's "Windjammer." His last position has been editor of "Showman," the company's publication.

TOA Survey Shows Boost In Production Activity

HOLLYWOOD—A survey recently conducted by the Theatre Owners of America revealed that "Hollywood's major film companies are busier on theatrical releases this year than any time during the past three."

It was reported by TOA that "a check of pictures placed before the cameras from Jan. 1 through July 1 shows 99 this year —36 more than last year, when the industry was just digging out of the screen actors' strike, and 12 more than in 1959."

The TOA added, "Last year on July 1, 15 pictures were scheduled to go before the cameras in the July-August period. This year 18 are so scheduled. This supports TOA's forecast that 275 films from Hollywood in 1961 are not impossible."

Crowds At World-Wide "St. Francis" Premiere

SAN FRANCISCO—In eight theatres throughout the world, approximately 20,000 persons saw the Perseus-20th-Fox premiere of "Francis of Assisi." In each of the premiere cities, the local mayor named July 12 as "St. Francis Day" and civic ceremonies took place in each.

California Governor Pat Brown and Mayor George Christopher led the festivities here and a 12-block procession paraded to the Warfield where nine military and school bands marched and played. Star Bradford Dillman and producer Plato Skouras were presented to the estimated 2500 persons who came to see the ceremonies before the show.

In Bombay, India, thousands mobbed the streets in front of the city's New Empire and police were sent to quell the near-riotous crowd as it started pushing and shouting at the appearance of Cardinal Gracias, the Archbishop of Bombay. The Cardinal, who rarely appears in public, was presented with a silver plaque bearing the sword and cross symbol of St. Francis.

In Manila, Philippine president Carlos P. Garcia led the procession to the Ever where many government officials saw the film. The Twentieth Century in Johannesburg, South Africa, entertained 1800 guests, and at the Plaza in Auckland, New Zealand, 500 Catholic clergymen saw the premiere.

Five hundred Franciscan Fathers from all parts of Canada viewed the film at Loew's Montreal. The premiere was a benefit for the Montreal Children's Hospital.

Crowds also filled the Embassy, Sydney, Australia, and the Capitol, Dublin, Ireland. The Catholic Church of Ireland paid special homage to St. Francis as 350 members of the Church hierarchy attended the performance. Dublin mayor Robert Briscoe and the city's Archbishop, His Eminence John Charles McQuaid, addressed the invited guests before the showing.

Solomon Joins Embassy

NEW YORK—Burt Solomon has joined the publicity staff of Embassy Pictures Corp. as national newspaper and wire service contact, it was announced by Edward S. Feldman, publicity director for the film company.



SOLOMON

Solomon has resigned as trade paper representative for United Artists to accept the new post.

Solomon's initial assignment will be the national newspaper publicity campaign for Embassy's Christmas release, "The Wonders of Aladdin." The new appointee also will coordinate newspaper and wire service publicity for the general release of "Two Women," "No Love For Johnnie," and the early 1962 openings of Levine's $4,000,000 Biblical spectacle, "The Last Days of Sodom and Gomorrah."

Exhib Reelected Mayor

RALEIGH, N.C.—W. G. Enloe, district manager of North Carolina Theatres, has been reelected mayor of Raleigh, N.C., for another term. He is Raleigh's first three-term mayor under the council-manager form of government.



LONDON Observations

by Jock MacGregor

ASSOCIATED BRITISH have had a record year's trading. The net profits for the year ending March 31 are reported as $13,803,885 against $8,262,316 for 1960. This exceeds the 1959 record by more than half a million dollars. A final dividend of 40 per cent making a total of 60 percent for the year has been recommended. It is proposed to increase the issued ordinary capital from two million to four million pounds sterling by the addition of eight million ordinary shares of five shillings each and to issue as a bonus one five shilling share for each at present held. Sir Philip Warter, C. J. Latta, Jack Goodlatte, and Robert Clark and Eric Fletcher can take a deep bow.

Sir Philip was on parade on Saturday, at Glebelands, the Cinema Trade Benevolent Fund's convalescent home, to greet the 400 guests who attended the dedication of the newly constructed self contained houses to the memory of industry pioneer C. M. Woolf. The occasion was distinguished by the brevity of the speeches which nevertheless lacked nothing in sincerity, and John Woolf was obviously deeply moved by the honor paid to his father. The vacation period caused many absentees from the industry's top echelon, but among those I spoke to were Paramount's Fred Hutchinson and Russell Haldey, BLC's Eddie Bryson and Jack Henderson, CMA's Ivor Smith, Geoff Conway, and Miss Smith, Warners' Louis Lewis, 20th Fox's John Ware, Herbert Wilcox, Michael Powell, Stuart Levy, Harry Adley, Sydney Lewis, David Jones, and Mick Shipman. Harry Pease and members of FIPC manned a number of side shows, and Stanley Van Gelderen of Lyons Maid was on hand with ice delicacies to see no one got over heated.

Glebelands is a beautiful spot and it seems a pity that a little more was not made of this auspicious occasion. Only three stars attended—Carole Lesley, Norman Rossington, and Yvonne Buckingham—but more important, there were not nearly enough of the younger film people present. Many do not know enough about the CTBF's work, and this would have been a wonderful opportunity to inspire them. Well I remember pre-war when there was a big garden party there and various companies organized coach parties. Something like that should be revived. Collection boxes in theatres, studios, and offices are one thing, but seeing is believing.

JIM PATTINSON'S retirement from 20th Fox and the return of Percy Livingstone from Warner Pathe as his successor cannot be included among the best kept secrets of the trade. The whisper has caused many rumors which have just about involved every set-up and personality in the trade. . . . Ever playing a more prominent part in the industry is Kenneth Rive. His "Gala" enterprises are thriving. Len Hope has now joined him as director of sales. A 16mm division has been opened by W. Pallanca. The Pavilion, Cardiff, has re-opened as the Gala with "La Dolce Vita." A weekly series of Gala films has been booked to the Mayfair Hotel's Starlight Club where members can see the more interesting pictures in the most luxurious surroundings and be served with drinks at the same time. The Gala, Hendon, has been completely renovated and opened with a premiere run policy. With 12 pictures set for West End openings, Ken feels Gala is approaching the apex of its expansion policy with product for every market. I still say watch this bright young man. . . . Talks on the future of the third release circuit have begun. The union view is government intervention with a nationalized circuit of equal booking power to the other two. Some are investigating the idea of allocating double the Eady allowance to those pictures which are not booked by Rank or ABC in the belief that this would be a fair balancer. . . . Meanwhile, producers are scanning their programs with an eye to the future. Jim Carreras, for instance, tells me that he will cut his line-up and spend the same annual investment on four or five international pictures which will be assured of the widest distribution. As he says, if you have a domestic comedy which flops you've really had it.

Exchange Lists Screen Gems

NEW YORK—Admitted to American Stock Exchange listing and dealings were 288,400 common shares of Screen Gems, Inc., producers and international distributors of television programs. The stock opened on 400 shares at 22⅞ under ticker symbol SGE.

Until February of this year, Screen Gems was a wholly-owned subsidiary of Columbia Pictures Corporation. The company is not only a producer and distributor of filmed programs and commercials, but is also a distributor, under agreements with Columbia Pictures and Universal Pictures, of feature length motion pictures and shorts originally produced for theatrical release. The company owns 1,020 programs, has participating interests in 1,500 others, and distribution rights for 1,400 feature length pictures.

In February of 1961, 288,400 shares of Screen Gems common stock were offered for subscription to holders of Columbia Pictures stock.

New Mo. D-I Opens

SPRINGFIELD, MO.— This town's third drive-in, the Hi-M, opened with a special "Christmas In July" program. The theme was carried out even to an appearance by Santa Claus, and there was also egg-nog and snowballs.

Richard H. Orear, president, Commonwealth Theatres, Kansas City, was on hand for the opening of the 611 car spot, which features a 40 x 57 foot snack bar building that also houses the projection booth, rest rooms, and manager's office.

Tisch Joins Fulton Board

ATLANTA—Fulton Industries, Inc., a diversified industrial enterprise with annual sales exceeding $51,000,000, announced the election of Laurence A. Tisch, chairman of the board of Loew's Theatres, Inc., as a director.



CANADIAN Highlights

By Harry Allen, Jr.

MOTION PICTURE PRODUCTION in this country is on the verge of either breaking out on its own or falling by the wayside. Best catalyst in favor of the former is the draft now being proposed to the government by the Association of Motion Picture Producers and Laboratories of Canada. It will ask the government's Industrial Development Bank to assist companies in motion picture production, much in the same manner as Britain's National Film Finance Corporation has done. The Association's action stems from a statement made by Finance Minister Donald Fleming during his presentation of the annual budget. He said he would soon introduce a bill to provide the IDB "with additional financing capacity, and wider responsibilities." Financial and other types of assistance "will now be available for many businesses not previously included under the bank's operations." Resources will be increased from $160 million to $450 million.

Loans from IDB have been sought before. But they have been turned down. Yet the question of motion picture production has been more talked about than accomplished. The Canadian Cooperation Project during World War II was to have brought the majors into this country. Introduced as a means of saving the majors their United States funds, the Project worked out so that they used Canada only as a background in some of their films rather than bring dollars into the country. The situation has changed in Canada since then with the erection of adequate sound stages. This has been proven with the increased number of Canadian-made films. Most prominent was "The Mask," made by Taylor-Roffman and directed by Julian Roffman at Toronto International Film Studios. This will be released by Warner Bros. This will be followed by "The Well," a novel laid in Saskatchewan.

Also in the can is "One Plus One," a feature written, directed, and produced by Arch Oboler. It was made in Toronto with Leo G. Carroll, June Duprez, and local players. Completed a little earlier in Saskatchewan by Burt Kennedy for 20th Century-Fox was "The Canadians," an RCMP yarn starring Hollywood's Robert Ryan and Toronto's Teresa Stratas. Universal has taken on distribution of "Wings of Chance," Eastman Color bush pilot story made in Alberta by Tiger Productions and directed by Jack L. Copeland. "Hired Gun," a Western written, directed, and produced by Lindsey Shonteff around Toronto, is to be distributed by Astral Films of Toronto.

Future Plans? Arch Oboler says he will have another one. Fox says they will make another this summer. Crawley Films of Ottawa says they will have two features. Actor Scott Peters will make one on the life of rebel Louis Riel. There are plenty of plans, but the means of implementation is another thing.

The Motion Picture Studio Production Technicians of the IA, under the impression that Canada's remittances total $100 millions a year, wants a quota for films going into theatres. Canada remits perhaps $17,000,000 from film rentals. N. A. Taylor, exhibitor, distributor, producer, publisher, in his capacity as a columnist for The Canadian Film Weekly, wants the Government to provide a subsidy. He makes no positive statement, but notes that some countries pay the producer a percentage based on the amount of money his film has brought back from the foreign market. He suggests it might be well to apply it to TV shows as well. He writes: "The area of the export of 'the fruits of our talents' has evidently been overlooked. Now is a good time to correct the oversight."

THE VARIETY BALL NIGHT at the Maple Leaf Stadium in Toronto brought in $40,000. Rain—always the nemesis—held down attendance. . . . Harvey Rosen of Toronto was elected president of the Variety Village Alumni, newly organized association for the graduates of Variety Village, Toronto.

MGM Buys Panacolor Stock

HOLLYWOOD—Harry Harris, chairman of Panacolor, Inc., film processing firm, announced that MGM recently purchased 50,000 shares of his company's common stock at $4 per share. This is the second investment that MGM made this year in a film processing company.

In March, MGM announced that it had formed an equal partnership with the Kalvar Corporation. This half ownership gave the studio exclusive rights to develop and market Kalvar products for motion pictures, TV, and commercial and amateur photography.

Allied Invites Loevinger

DETROIT—Marshall Fine, president, indicated that legal aspects of the industry's distribution policies may play a key part in the national convention of Allied States Association at the Eden Roc Hotel, Miami Beach, with the key speaker at the banquet on Dec. 7 invited to be Assistant Attorney General Lee Loevinger of the antitrust division of the Department of Justice.

Para. Names Mamula

NEW YORK—Nicholas Mamula has been appointed publicity manager for Paramount Pictures, it was announced by Martin Davis, director of advertising, publicity, and exploitation.



MAMULA

With headquarters in New York, Mamula succeeds Harold Rand, who has resigned to form his own public relations office. Saul Cooper will continue as Paramount assistant publicity manager.

Mamula has resigned as director of informational services in the New York office of Campbell-Ewald Company, advertising agency, to accept his new post. Previously, he was eastern publicity manager for the David O. Selznick Enterprises, and also headed New York publicity for United Artists Corporation.

Pix In Stratosphere As Inflight Firm Bows

NEW YORK — Motion pictures go higher than ever this summer with the inauguration of the newest development in luxurious air travel, Inflight Motion Pictures, which begins showing first-run and often pre-release motion pictures on Trans World Airlines transcontinental jet flights on July 19.

David Flexer, president, Inflight Motion Pictures, Inc., has concluded arrangements with the major distributors for a varied program of film fare for TWA's Ambassador passengers between New York and the west coast. On Aug. 16, Inflight Motion Picture service begins on TWA's international service to London, Paris, Madrid, and Rome.

Flexer, a motion picture distributor and exhibitor for many years, has set in motion gala premiere plans for the inaugural of the Inflight motion picture service, which kicks off with UA's "By Love Possessed," in full color and Cinemascope, to have its first New York showing after the Inflight premiere.

Universal-International's "Romanoff and Juliet" will be the second week's film attraction in the stratosphere. U-I also will provide the third week's bill with "Tammy Tell Me True," Flexer announced. Following the opening three weeks of all-color and Cinemascope releases, the fourth week will open with UA's "The Naked Edge."

Inflight Motion Pictures, which required the development of a new projector for high altitude, jet-speed conditions, took Flexer four years of research and experimentation to make it foolproof. It can project motion pictures in all aspect ratios and in full color.

The audience is provided with high-fidelity earsets, weighing less than an ounce, each equipped with an individual volume control, so that it can be adjusted to the passenger's comfort. The earsets are sterilized after each use.

Special developments in the screen construction permit the showing of the film in full daylight, or under artificial light conditions. The showing is started by the flick of a switch on the Flight Engineer's instrument panel and continues, uninterrupted, for as long as two hours and fifteen minutes.

Okla. Obscenity Bill Near

OKLAHOMA CITY—State legislature apparently will pass a new law cracking down on obscene literature, including motion pictures.

A bill has passed both houses but has been kept on the Senate calendar by a motion to reconsider lodged by Senator Gene Stipe. Unless the Senate has a change of heart, it will go to Governor J. Howard Edmondson for signature.

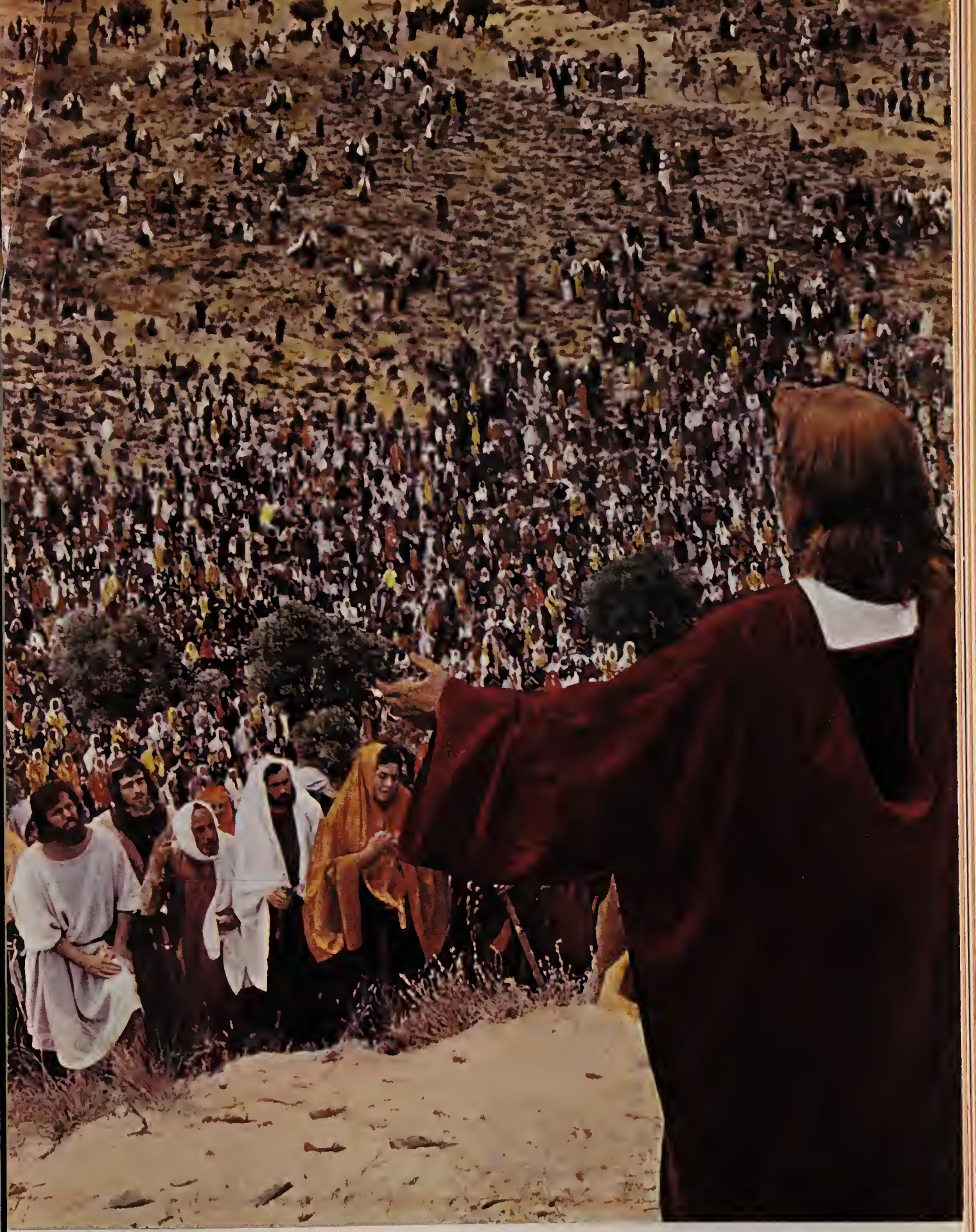
Senator Cleeta John Rogers, author of the bill, said its definition of obscenity is the one given by the U.S. Supreme Court.

Penalty for violation would be up to $1,000 and/or one year in county jail, with punishment left up to local authorities. The bill grew out of an anti-smut campaign against newsstand publications, mainly in Oklahoma City.

Hollander To Coast

NEW YORK—Elmer Hollander has resigned his sales post with Lopert Pictures Corporation, it was announced by Leon Brandt, general sales manager.

Hollander will join Mayfair Pictures as special representative with headquarters in Los Angeles. He will cover the distribution of their franchise pictures with Union Film Distributors, concentrating immediately on Brigitte Bardot's latest, "The Truth."



A Story of The Christ—The Glory of His Spoken Words

WORLD PREMIERE

1961

OCTOBER 11

NEW YORK CITY LOEW'S STATE THEATRE

LOS ANGELES EGYPTIAN THEATRE
October 18

CHICAGO MICHAEL TODD THEATRE
October 18

BOSTON SAXON THEATRE
October 25

TORONTO UNIVERSITY THEATRE
October 25

SAN FRANCISCO CORONET THEATRE
November 1

DETROIT UNITED ARTISTS THEATRE
November 1

MONTREAL ALOUETTE THEATRE
November 1

WASHINGTON, D. C. WARNER THEATRE
November 1

MINNEAPOLIS ACADEMY THEATRE
November 8

KANSAS CITY CAPRI THEATRE
November 8

PITTSBURGH WARNER THEATRE
November 8

DENVER DENHAM THEATRE
November 8

CLEVELAND OHIO THEATRE
November 15

BALTIMORE TOWNE THEATRE
December 20

SEATTLE BLUE MOUSE THEATRE
December 20

PORTLAND, ORE. MUSIC BOX THEATRE
December 20

ST. PETERSBURG, FLA. CENTRE THEATRE
December 20

INDIANAPOLIS LYRIC THEATRE
December 20

SALT LAKE CITY CENTER THEATRE
December 20

VANCOUVER, B.C. STANLEY THEATRE
December 20

BUFFALO TECK THEATRE
December 20

DALLAS TOWER THEATRE
November 15

MILWAUKEE STRAND THEATRE
December 20

HOUSTON TOWER THEATRE
December 20

PHILADELPHIA BOYD THEATRE
October 25



King of Kings will also open soon in the following cities:

CINCINNATI • ATLANTA • MIAMI BEACH

OKLAHOMA CITY • OMAHA

NEW ORLEANS • ST. LOUIS

EUROPEAN PREMIERE

LONDON, November 15

FAR EAST PREMIERE

TOKYO, November 22

A Story of The Christ—The Glory of His Spoken Words

Metro-Goldwyn-Mayer presents Samuel Bronston's Production



FILMED IN
70MM SUPER TECHNIRAMA

TECHNICOLOR®

Metro-Goldwyn-Mayer presents Samuel Bronston's Production



Filmed in 70MM SUPER TECHNIRAMA TECHNICOLOR®

CO-STARRING
JEFFREY HUNTER · SIOBHAN McKENNA · HURD HATFIELD · RON RANDELL · VIVECA LINDFORS
RITA GAM · CARMEN SEVILLA · BRIGID BAZLEN · HARRY GUARDINO · RIP TORN
FRANK THRING · GUY ROLFE · WITH MAURICE MARSAC · GREGOIRE ASLAN · AND ROBERT RYAN as John the Baptist

Screen Play by PHILIP YORDAN · Directed by NICHOLAS RAY · Produced by SAMUEL BRONSTON

Music by MIKLOS ROZSA

ALBANY

David Purcell, who had managed the Walton, Walton, for the Harvey English string, purchased it and is remodeling the small town house . . . Irving Hulst, Matamoras, Pa., took over the Manor, Livingston Manor, and the Roscoe, Roscoe, which the English organization operated for some time . . . Mrs. Stella Potowsky, who with her mother owns the Delhi, Delhi, assumed its operation . . . E. J. Taylor purchased additional acreage at the Middletown Drive-In, Middletown, to make room for more speakers and to build a family home overlooking the ozoner . . . "Ben-Hur" opened at the Klein Family's Drive-In, Castleton, for a two weeks' run at $1.25 admission—the longest engagement and the highest price ever charged there. Mrs. Freida Klein, an active exhibitor since 1934, is president of the corporation and director for the summer of the original house, the indoor Hunter, Hunter. Al Howard, who ran the machines there for years, is managing Kleins' Mountain Drive-In, Hunter. Morris Klein's younger brother, Raphael, has charge of the Sunset Drive-In, Hudson. Dominick Cornelius, long time manager of the indoor Community, Catskill, guides the Kleins' Jericho Drive-In, which they built several years ago . . . Mrs. Sarto Smaldone, associated with her husband in the conducting of the Malta Drive-In, Malta, attended the special screening of 20th-Fox's "Snow White and The Three Stooges" at the New Strand, Albany, accompanied by their two sons . . . Mr. and Mrs. Al Thibado are handling the Gaiety, Inlet, this summer for Morris Shulman, Jr. . . . Herbert Case has been appointed by Alan V. Iselin as manager of Auto Vision, East Greenbush.

ATLANTA

Atlanta Variety Club, Tent 21, has finally succumbed to double features in their club rooms with all food being served in double portions at single feature price. The new maitre d is Harold B. Battle . . . The 1961-62 officers of the local WOMPI were installed at a dinner meeting at the Y.M.C.A. Mrs. Bernice Hinton is president; Mrs. Martha Chandler, first vice president; Edeyth Bryant, second vice president; Mrs. Juanita Elwell, recording secretary; Mrs. Lois Cone, treasurer; and Mrs. Nell Middleton, corresponding secretary . . . Peter T. Dana, Pathe America, was robbed at his hotel room while here in the distribution interests of "Deadly Companions" . . . Nancy Ann Robison and Georgeaima Vernol are new at the Martin Theatres booking office here . . . The Chamber of Commerce of Savannah, Ga., has started the ball rolling in an attempt to get a commitment from Universal International to stage the world premiere of "Cape Fear" there. Most of the film was shot in Savannah . . . Quinton Green has been transferred from manager of the Martin Theatre, Sylacauga, Ala., to the Martin booking department here . . . Tom Jones Booking Service will take over the Twin City Drive-In, Bluff City, Tenn. . . . Mrs. Cleo Shingler, for many years owner, Buena Vista, Buena Vista, Ga., has closed the theatre due to ill health . . . Elizabeth Wallace, booker, National Screen Service, is back at work following a hospitalization . . . Lanny Whiles, operator, Park, Seiverville, Tenn., is new owner of the Maloy Drive-In, Jefferson City, Tenn. . . . The Martin Circuit has cut back the operation of the Four Lane Drive-In, Murfreesboro, Tenn., to week ends only . . . The Bailey Theatre here has closed the Forrest after many years of operations . . . Becky Harrell, wife of Martin Circuit executive Johnnie Harrell, is back home after surgery at a local hospital . . . Mrs. Stella Defoor resigned as secretary at Continental Distributing.



At a recent dinner meeting of Women of the Motion Picture Industry in Atlanta, Mrs. Marcelle Kohn was honored by being named "Wompi Of The Year" for her outstanding performance as Service Chairman. Past president Jean Mullis makes the presentation.

BUFFALO

Joe Garvey, manager, Granada, Schine de luxe first-run, has announced a new policy for the summer for the showings of "Spartacus." There are two performances Monday through Friday at 2 and 8 p.m.; three performances Saturday and Sunday at 1:30, 5 and 8:30. . . . A special film which shows youngsters the dangers in talking with strangers or accepting rides from them was shown in the Colvin, a Basil community theatre. . . . Arthur C. Rutzen has announced his resignation as export sales manager of the Wurlitzer Company in Tonawanda to become vice-president, general manager, and a director of the newly-formed National Automatic Vending Company in Toronto, Ontario, Canada. . . . The Allendale, closed for several years, is to be reopened for week-ends starting July 14 by a Japanese exhibitor from Cleveland. In the fall, the house, which was one of the first de luxe community theatres in Buffalo, will be open seven days weekly. . . . Dick Michaels has arrived in town to assume his duties as assistant to Maurice Druker, general manager, Loew-Shea theatres in Buffalo. . . . The Riverside, Schine community house which had been managed by William McKnight, has been closed permanently. It is reported that it will be turned into a club type entertainment center in the fall. . . . Edward K. O'Shea, son of the late E. K. (Ted) O'Shea, for many years prominent in the distribution end of the industry, has been endorsed by the Erie County Democratic executive committee for the post of district attorney, in the ticket to come up for nomination in the Sept. 7 party primary and in which, by the way, Mayor Frank A. Sedita is endorsed for a second term. . . . Funeral services were held in St. Mary's church for Andrew J. Smitherman, 76, founder and publisher of the weekly Negro newspaper, The Empire Star. Smitherman was a good friend of Buffalo theatres, having used promotions of many kinds over the years. His paper had a wide circulation among Buffalo colored population. His most recent cooperation was with "Raisin in the Sun" at the Center. . . . Fantasy Island, a 20-acre children's amusement park on Grand Island opened. Lawrence D. Grant, vice-president and general manager, said that the park development had been delayed by excessive rains all spring. The new park, developed by Buffalo businessmen, has a 1200 car parking lot. The backers hope to draw equally from Niagara Frontier residents and tourist visitors to Niagara Falls. A one-street Western Village has been created along with a small Indian Village. A special birthday cake structure has been erected to house children's parties. Doll houses, candle and candy factories are on the grounds. Around the entire plot is a miniature period-styled railroad complete with stations, trestles, and signals. Jack and the Bean Stalk and Little Red Riding Hood are two of the storybook titans depicted by sound and structure. The operators of Fantasy Island hope that 250,000 persons will visit the park this year. . . . Robert Boasberg, prominent Buffalo attorney, attended the wedding of Miss Susan Boasberg, daughter of his twin brother, Charles Boasberg, formerly of Buffalo, to Richard J. Udell of Beverly Hills, Calif., in Hotel Gotham in New York the other day. Charles Boasberg is general sales manager of Warner Bros. Pictures.

CHARLOTTE

The office of the Midway Drive-In at Durham, N.C., was broken into, and a telephone was cut loose and stolen. Sam W. Owens, manager, said two large windows also were smashed.

CHICAGO

Sergeant Vincent Nolan, motion picture censor board, celebrated his daughter's marriage . . . Julian Portman heads the local committee of Variety Club for the Miss America pageant . . . Spiro Papas, Alliance Circuit, and his wife, returned from a visit to Greece . . . Patricia Hansen, Paramount exchange secretary, married Michael Schardt . . . Charles Teitel and Dan Goldberg, Teitel Film Exchange, have taken over Lane Court Theatre and will modernize the house . . . Robert Miller has been appointed advertising manager, Filmack's theatre division. He will be editor of Filmack's monthly publication . . . Frank B. Smith, long-time theatrical agent, manager of the Palace and RKO divisional manager, passed away.

CINCINNATI

The 28th annual golf outing of Variety Tent 3 is set for July 31 at Summit Hills Country Club in nearby Kentucky, with Jack Kalan as general arrangements chairman. Committees are: prizes, Saul Greenberg, Jack Haynes, Edward Salzberg, and William Shane; drawings, William Onie and Carl Ferazza; and publicity, Carl Glicken and Nathan Wise. . . . Mt. Moriah Community Methodist Church is conducting Sunday morning services in Shor Theatres' 700-car Forrest Auto Drive-In in suburban Beechmont. There are said to be 60 other Ohio drive-ins being used for Sunday services. . . . Newcomers on Film Row are Roberta Ardit, secretary to Lee Heidingsfeld, district manager, Continental Distributing, and Connie Cleek, short subjects booker, Screen Classics. . . . Ira Sichelman, 20th-Fox manager, and Grant Frazee, assistant general manager, Chakeres Theatres, Springfield, O., attended a screening of 20th-Fox's "The Voyage to the Bottom of the Sea," in Detroit. . . . Milton Gurian, Allied Artists branch manager, and this area's distributor chairman of the Will Rogers Memorial Hospital, Saranac Lake, N.Y., attended dedication ceremonies for two new hospital buildings. Local kickoff meeting for the annual hospital fund raising campaign was held July 3 in the 20th-Fox screening room, with Gurian presiding. James W. McDonald, TOC president, is area exhibitor chairman for the campaign, which will end at the Christmas season. . . . Those attending a meeting of di-

rectors, Independent Theatre Owners of Ohio, on June 27 in Columbus were Frank W. Huss, Jr., president, Associated Theatres, and ITO first vice president, Jack Haynes, general manager, Shor Theatres, and James W. McDonald, president, TOC Booking Agency. . . . Exploiter Ray Nemo set up local receptions for two Columbia producers, Carl Foreman, whose "The Guns of Navarone" opens July 13 at the Capitol, and William Castle, whose "Homicidal" opens July 12 at Twin Drive-In.

COLUMBUS, O. NEWS—Hugh O'Brian and Chet Allen, Columbus singer who was featured in one of O'Brian's first film appearances in "Meet Me At The Fair," had a Columbus reunion when O'Brian starred here in "Destry Rides Again" for Kenley Players at Veterans Memorial. Allen attracted nationwide attention 11 years ago when he sang in the NBC-TV presentation of "Amahl and the Night Visitors." He hopes to resume his acting and singing career this fall in New York. . . . Screen and television star Zsa Zsa Gabor made her ligitimate theatre bow in "Blithe Spirit" presented by the Kenley Players in Warren, Ohio, and Columbus the past two weeks. . . . Downtown theatre district will welcome a $7 million 12-story motor hotel to be built on the quarter-block site of the Virginia Hotel and the abandoned Columbus Citizen building. The new structure, first hotel to be built in the downtown area in more than 30 years, will be opened late in 1962. . . . Herman Hunt, owner, Hunt's Cinestage, held an invitational preview of "Spartacus" with Mayor and Mrs. Ralston Westlake heading the guest list. . . . Sneak previews of "By Love Possessed" and "The Parent Trap" were held at Loew's Ohio and RKO Palace respectively. . . . Robert Sokol, former manager, now-closed Loew's Broad, has been assigned to Toledo by the Loew's organization.

DALLAS

The Village held a special screening of "The Parent Trap," sponsored by the Mothers of Twins Club. All twins have been invited to the preview. Mrs. Barbara Brown of Richardson is president of the twins club. . . . Irwin Allen, writer, producer, and director for "Voyage to the Bottom of the Sea," was to acquaint Texas theatre men with his latest project. . . . The first 350 women who enter the Palace to see "Gidget Goes Hawaiian" were given corsages flown in from Hawaii by My Florist, Inc. . . . Phil Brochstein, formerly of Houston, Tex., has been named southwestern field press representative for the Dallas office of Metro-Goldwyn-Mayer. . . . Cinerama is slated to return to Dallas this fall when the Capri opens with a return showing of the first Cinerama film, "This Is Cinerama." The film will open Oct. 4 and is expected to be eventually followed by the first two dramas ever made in the Cinerama process—"The Wonderful World of the Brothers Grimm" and "How the West Was Won." . . . Treasure hunter Robert Page was to visit on a promotion tour in behalf of "Morgan the Pirate." The film was to have a multiple opening the same day at the Texas, Garland Road, Lone Star, Lakewood, Inwood, Jefferson, and Northwest Highway. Page will bring with him a display of recovered sunken treasure of the kind which pirate Henry Morgan lifted from his victims in the 17th century. . . . It was a baby son for Mr. and Mrs. J. C. McCrary Father is office manager at Warner Bros. It's the couple's first child. . . . Harry Sachs has established an office here for the purpose of serving exhibitors in the Texas territory as a buyer and booker of films. He

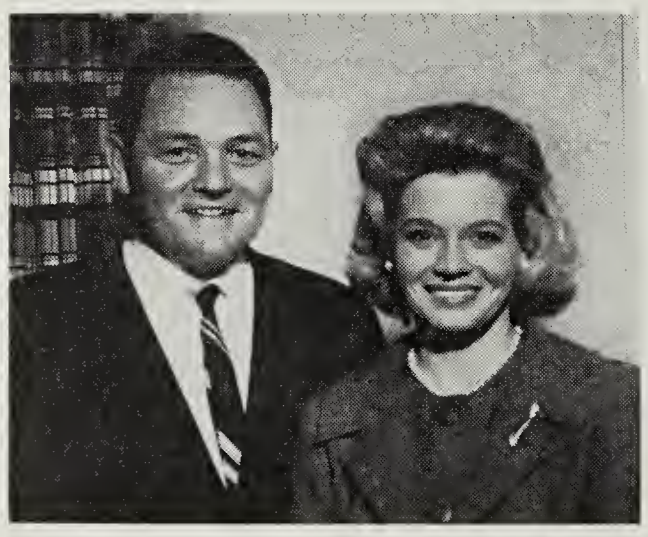


Jane Russell, who was making a night club appearance in Juarez, Mexico, recently attended an autograph matinee at the Valley, El Paso, Texas, where she was greeted by Jack "Dutch" Veeren, city manager, Lone Star Theatres, and his daughter, Ria Squint, who hail from the Hague, in The Netherlands.

was head buyer and booker for the Interstate Circuit and Texas Consolidated for 12 years, this period ending in January 1946 when he became associated with I. B. Adelman as general manager, buyer, and booker for Adelman Theatres. He also served as president of Bordertown Theatres, the state's largest drive-in circuit, for a year and a half until Ezell and Associates resumed operation of their theatres. . . . Paul Short, head of the local office of the National Screen Service, was honored as the "Boss of the Year" at the ninth birthday luncheon of the Women of the Motion Picture Industry here. . . . Interstate Theatres, originators of the special price policy for "tween agers" and "senior citizens," has announced through James O. Cherry, city manager for Dallas, that the demand for movie discount cards has reached an all time high. The bargain price allows savings of up to 50 per cent on theatre admissions for young adults 12 through 17 years of age and senior citizens over 60

DES MOINES

Earl Nansel has been named as manager, Broadway, Council Bluffs, Ia., which recently reopened after being closed since last summer. Nansel has been with Byron Hopkins Theatres for the last two years. . . . Milton Dahlene has leased the theatre at Manson, Ia., from Vern Partlow. . . . The Lakeside Presbyterian Church is again sponsoring drive-in church services at the Corral Drive-In at Storm Lake, Ia. . . . S. R. Nothem, Vogue, Remsen, Ia., closed the theatre for the rest of the summer and will reopen in the fall.



Woodrow R. Prought, president, United Detroit Theatres, is seen with Angie Dickinson, who visited Detroit recently to help promote Warners' "The Sins Of Rachel Cade," in which she stars.

DETROIT

The Mercury has for the past year been the pioneer neighborhood house which has played first runs, such as "Exodus," breaking precedent. Two weeks ago it offered "Spartacus," which originally premiered to benefit Variety Club early last November. It has now taken an ad, two column page-deep, to inform the public that the Mercury since the "Spartacus" run has outgrossed every other house in Detroit. Richard Sloan operates the house, part of his circuit, and Hy Bloom is manager. . . . Art Levy has been appointed sales manager for Allied Films, local distributors, it was announced from the office of president Jack Zide.

HOUSTON

In its search for new talent, Universal-International is holding a photo contest to find a local girl to represent Texas as "Miss-Teen-Age Tammy" at the world premiere of the picture, "Tammy, Tell Me True," in New Orleans on July 12. Sandra Dee and John Gavin are co-starred in the film and they with other members of the cast will entertain the winner of the Houston contest. . . . Dana Holloway, associate producer with William Castle, was here in behalf of the showing of the latest film "Homicidal." . . . James Darren was in the city on a personal appearance tour with other stops at Fort Worth, Dallas, and San Antonio. . . . Phil Brochstein, formerly assistant manager, Loew's State, has been named southwestern field press representative for the Dallas office of Metro-Goldwyn-Mayer.

JACKSONVILLE

Art Castner, manager, downtown Imperial, and his family left here by auto for a vacation in New York State. In charge while Art was away were assistant Herb Ruffner and "Easy" Raulerson, Florida Theatre staffer. . . . Asa Monihan is the new management trainee working under manager Joe Charles at the Capitol. . . . On film row was Bill Wallace, new owner, Star, New Smyrna Beach. . . . The pronounced Southern drawl now at the Florida State Theatres switchboard belongs to Mrs. Myrtice Williams, a former Florida cashier who acquired it naturally in the piney backwoods. . . . James Langston, assistant at the Florida, emceed a midweek morning "fun show" at the San Marco for manager Al Hildreth. . . . Local FST theatre managers and their concessions attendants attended a highly instructive sales forum at the Florida which was conducted by French Harvey, FST concessions chief, and his assitant, Peyton G. "Sport" Bailey. . . . Gil Graddy is the new Advance Operating Co. service man in the area, replacing Don Prince. . . . Carl Carter, owner, Ribault Drive-In, has a new "miracle" vision screen tower which he proudly advertises as "Jacksonville's biggest, brightest picture." . . . "The accent is on youth," remarked Judge May, Florida Times-Union entertainment editor, in a generous endorsement of the motion picture fare dished up by local exhibitors for public consumption over the long July 4 holidays. . . . New additions to the theatre management field here are Dave Grossman, manager, Midway Drive-In, newest unit of the H. B. Meiselman circuit, and Hal Cummings, manager, first-run Town and Country, also a Meiselman operatioin. . . . Mary Ann Lindsey is a new edition to the Metro staff.

(Continued on page 24)

"How I Would Sell . . .

GUNS OF NAVARONE

Col.'s Thrilling High Adventure Epic That Has Everything



An Exclusive **SHOWMANALYSIS** *Prepared by—*

BEN SACK, SAM RICHMOND, JOE LONGO
Sack Theatres, Boston, Mass.

PREPARATION and POLICY • A Sack merchandising campaign in Boston of a film booked at any one of these first run theatres, which include the Saxon, Gary, Capri, and Beacon Hill, is unique in many ways, as compared to campaigns conducted in other cities. The execution and 'autonomy' of the campaign is not vested within the authority of any one person, such as the press-agent, as it is in most cities. The 'keyword' for a Sack Theatres promotion in Boston is teamwork. From the moment a film is booked into a Sack theatre, Ben Sack, president; Sam Richmond, general manager; and Loe Longo, publicist, immediately go to work as a team in the overall merchandising of the film. A press meeting is held at which the field-representative of the picture company is also present. In the case of "GUNS OF NAVARONE," Jonas Rosenfield, vice-president in charge of advertising, publicity and exploitation for Columbia Pictures, and Jack Markle, New England field man for Columbia, attended. One of the significant features of all pictures merchandised by the Sack Theatres is their ability to cross-plug on the screen and in the lobby of their four-first run theatres as much as two months in advance of the actual playdate.

Destined to become one of the great films of 1961, both at the box office and in the award winning category, "GUNS OF NAVARONE," produced by Carl Foreman for Columbia Pictures release, is "a picture into which a press-agent enjoys sinking his teeth."

To quote Bosley Crowther in the New York Times, "Carl Foreman is beginning to blast himself a niche in the hall of fame of adventure-film producers that is surmounted by the bust of Cecil B. De Mille." Amen, and we agree wholeheartedly!

Filmed in the thundering tradition of De Mille and sustained in the masterful suspense of Hitchcock, this blockbuster is a sure-fire box-office bonanza and should appeal to every age bracket of the motion picture going patron—plus!

A superb job has been done by Columbia Pictures who have gone all-the-way in furnishing ideas and tieups which

THIS AD conveys some idea of the sweep of this epic adventure film along with prominent display of the power-packed cast, certainly a potent selling plus.

leave no media over-looked. As we see it, the selling of "GUNS OF NAVARONE," is not so much a challenge as a privilege and a pleasure!

SCOPE OF THE CAMPAIGN

The scope of the campaign as conducted in Boston on "GUNS OF NAVARONE" was unlimited, embracing as it did, newspapers, television, radio, store windows, contests, lobby stunts, ballyhoo, etc.

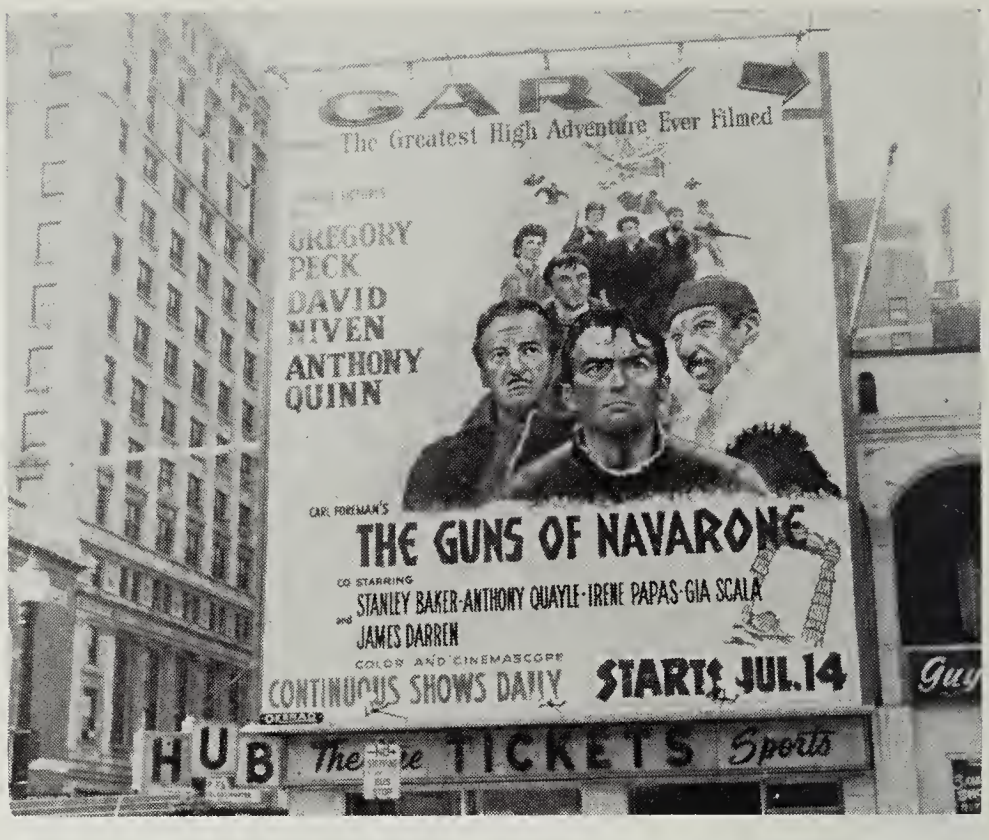
ADVANCE CAMPAIGN—The campaign on "Navarone" started some three months before opening day with the planting of announcement stories in newspapers and a periodic follow up with special and feature stories in all Sunday papers.

LOBBY ADVANCE—Special illuminated transparent piece (see photo) used in four Sack theatres (cross-plugged) six weeks in advance.

SCREEN—Special teaser trailers used six weeks in advance followed by regular deluxe trailers used two weeks in advance.

NEWSPAPERS—Feature stories and art planted four weeks in advance and continuing on through opening. Rotogravure layout planted in both Sunday Globe and Sunday Herald, prior to opening and complete with credits.

SUNDAY HERALD—Special front-page in color of Sunday



LOCATED in the heart of downtown Boston, this tremendous hand-painted, illuminated billboard was put up four weeks prior to the film's opening at the Gary Theatre.



Herald Magazine section complete with picture and playdate credits.

BILLBOARD—Special outdoor display (see photo) used eight weeks in advance of opening. This in heavy traffic area adjacent to Saxon theatre.

TRUCK BANNERS—Entire fleet of Greater Boston Distributor trucks tied up eight weeks before playdate (see photo) and used to plug opening of picture in July.

BILLBOARD—Located in the heart of the city (Tremont and Stuart sts.) is tremendous billboard (see photo) which was put up four weeks prior to opening. This location is

THESE artist's conceptions of some of the action scenes and stars of "GUNS OF NAVARONE" should find a willing audience in your local newspaper movie editor.



COMING . . . in the issue of July 26
RAY O'CONNELL, Manager
Capitol Theatre, Lancaster, Pa.
tells how he would sell . . .
UA'S
"THE NAKED EDGE"

without a doubt one of the busiest thoroughfares in the city, and pre-sells Sack theatre attractions very strongly.

SPECIAL FULL PAGE COLOR AD—A Sack exclusive in Boston is the full-page back-cover of the TV program of the Sunday Herald. This section lists the entire TV programs for one week, and is kept in the home, providing tremendous four-for-one readership. A "GUNS OF NAVARONE," full page ad in color was used 12 days in advance of opening.

PANORAMA MAGAZINE—Breaking on July 10 was the front cover of the Panorama Magazine, with scene photo from picture and full credits. This magazine is placed in the rooms of all leading hotels, airports, newsstands, bus and railroad stations, etc.

GIANT SCREENING—Another channel providing sharp and significant advance penetration was the special screening held Monday, June 26, at 8:30 p.m. at the de-luxe Capri theatre. Attending the showing were Greek Consul, British Consul, civic dignitaries, corporation heads, newspaper, radio, television personalities and numerous other opinion makers.

TELEVISION AND RADIO—A tremendous dual TV and radio campaign was conducted on two of the three TV channels in Boston. WHDH and WNAC-TV plus WHDH-radio were used extensively for three weeks prior to opening. Sixty-six television spots were used on WHDH with another 24 on WNAC. Supplementing this television promotion, WHDH used all four of the TV Featurettes furnished by Columbia entitled "A Week in Greece," "Two Girls on the Town," "Honeymoon on Rhodes," "No Visitors," and "Great Guns."

PRODUCER LUNCHEON—On Manday, July 10, a special press luncheon, which not only included the interviewers, but also the sales and promotion executives of the newspapers, was held at the Shearton Plaza hotel for producer Carl Foreman. This resulted in spreads in the daily papers and follow-up layouts in the Sunday papers. During his visit here, Foreman was presented with a special placque by the Greek Consul for "Meritorious Accomplishment in The Motion Picture Field of Entertainment." Stories and photos planted in all papers.



ILLUMINATED transparent display furnished by Columbia proved a strong attention-getter and was used by the Sack organization six weeks prior to opening day.

OPENING NIGHT—Activities on opening night included a parade by the National Guard Artillery Unit to the theatre, where a 21 Gun Salute to "GUNS OF NAVARONE" was executed from the theatre front. State, civic and numerous other prominent Bostonians were in attendance.

A live radio interview booth was set up in lobby where announcer from station WEEI secured "on-the-spot" reactions to the film.

BANK WINDOW—A special set of eight oil paintings on "GUNS OF NAVARONE" by Greek students were planted in the bank windows of the Home Savings Bank located downtown at the intersection of two of Boston's most important streets.

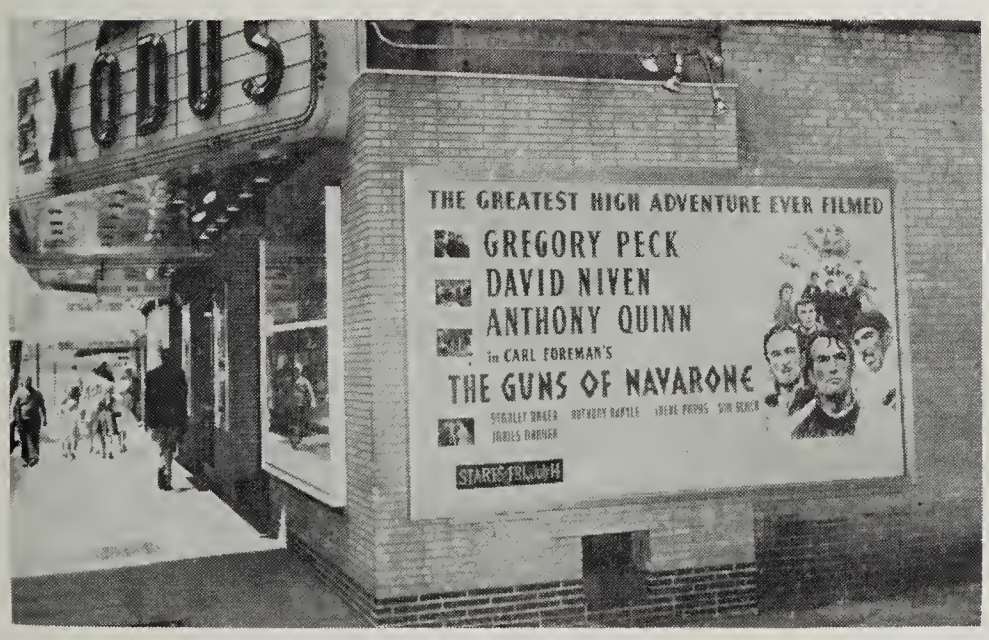
AIRLINE TRAVEL WINDOW—Special window planted with BOAC (British Overseas Airline) using special mounted posters and stills.

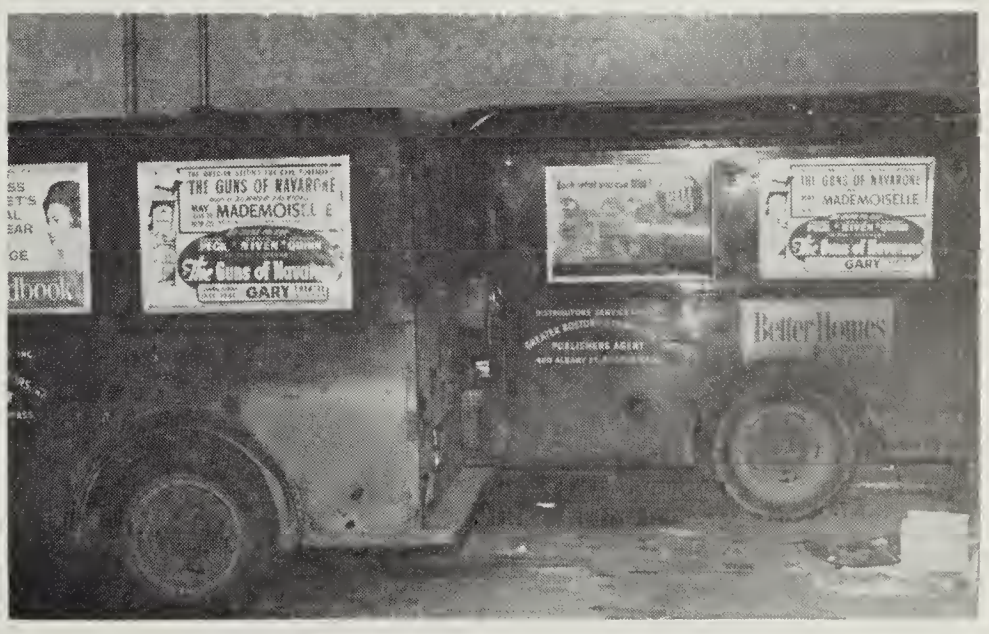
FASHION AND WOMEN'S PAGES—Special features with art planted on both Women's and Fashion Pages.

MISCELLANEOUS NEWSPAPER COVERAGE—Special ads run in Greek newspapers, along with stories and pictures.

WINDOW SNIPING—Special window cards placed in Greek neighborhoods and throughout the city in key situations.

LEFT, busy downtown location brought the sales message of this unusual display piece to the public. RIGHT, truck fleet made the most of the book tieup on the film.





MEMPHIS

The 10-man teams, working in monthly rotation, appointed by the new Judeo-Christian Council for Decent Movies, got off to a slow start, according to the group's organizer, Dr. R. Paul Caudill, Baptist minister. The Council was formed by concerned citizens over the showing of "Go Naked in the World." "So far the groups haven't viewed any movies," states Dr. Caudill. "This has been due to organizational difficulties which should be cleared up soon. The teams will classify new movies. Categories are acceptable for adults, acceptable for family viewing, and morally objectionable. The Council is not a censoring organization, but attempts to acquaint the public with the merits and demerits of prospective films to be shown in Memphis.". . . . Palace, Marks, Miss., F. B. McCracken, operator, opened on June 30. . . . Jim Singleton is now operating Palace, Kennett, Mo. . . . Paul Harrington, Hardin, Ky., has reopened Lakeview Drive-In. Donald Steward reports that Camp Chaffee 1, Camp Chaffee, Ark., has reopened. . . . H. A. Garrett opened Hoo Hoo, Gurdon, Ark. . . . Starlite Drive-In, Gassville, Ark., has reopened, as has Motorvue Drive-In, Piggott, Ark. . . . Williams, Ashdown, Ark., has closed, and H. A. Garrett announced that he will continue to operate Joy, Smackover, Ark. . . . Savoy, Blytheville, Ark., has reopened. . . . Bobby (Red) West, who has appeared in a number of Elvis Presley movies, and who like Elvis is a Memphian, was married to Miss Pat Boyd, secretary to Presley, in an Episcopal wedding ceremony on July 1. West is now on location in Florida for the Presley movie, "Pioneer Go Home," and Mrs. West has returned to her secretarial position until fall when the newlyweds will go to Hollywood to live. . . . Ed Doherty, head of Memphis Exhibitors' Services, was selected as the "Boss of the Year" by Memphis WOMPI. A crown was placed upon his head by retiring WOMPI president Miss Lois Evans, and Mrs. Katherine Kiefer, incoming president, presented Doherty with a plaque. . . . Augustine Cianciolo, owner, Rosemary, and other houses, terms a fire marshal clearing Rosemary of 200 persons when an air-conditioner motor burned out as an "unnecessary procedure." The Memphis Fire Department terms the act as "correct procedure." Management refunded money to those who wanted refunds, giving passes to the remainder. . . . Royal Crown Cola and three theatres, Handy, Rosewood, and Strand, are having six weeks of morning shows for children. Admission is six Royal Crown tops. There are favors for each child attending, with grand prizes given at the final shows. Handy is a house for colored, Rosewood is a suburban house, and Strand is located in downtown Memphis. . . . Eli Arkin, of Warner; Richard Lightman, of the Malco chain; and Tommy Stewart, of Rosewood, were panelists on a discussion of movies at the June meeting of Better Film Council. Dixie Wallace, new president of the Council, was moderator. . . . Loew's Palace closed July 10 for installation of Cinerama equipment, and will reopen July 26 with "This Is Cinerama."

NEW HAVEN

The Planning and Zoning Commission of Wallingford—midway between Hartford and New Haven—has approved a zoning change under which a proposed eight million dollar Connecticut Cultural Center may be built along the Hartford Turnpike. The rezoning will permit commercial use of some 40 acres



Phyllis Geraldine, recently selected 'Miss Steel Pier of 1961' recently met major studio talent executives, left to right, Dudley Wilkinson, MGM; Harold Loeb, Warners; and Jack Saunders, 20th-Fox. All expressed interest in the Margate, N. J., winner of George Hamid's Atlantic City, N. J., beauty contest.

of land owned by Ben Segal, general manager, Oakdale Musical Theatre, 2,000-seat summer musical tent, and the Oakdale Development Corporation. Segal plans to build a permanent theatre-in-the-round to replace the present Oakdale tent theatre; a multi-purpose, eight story structure housing a motion picture theatre, a concert hall and a proscenium theatre, a 100-unit cabana club, and extensive dining facilities. . . . Norwich, Conn., contractor Henry L. Lucas will reopen the long-shuttered Hillcrest, Norwich, Conn., on Sept. 15. He, his wife, and daughter intend to run the theatre, closed since 1953, as "a family theatre." He is currently modernizing the 450-seat house. . . . R. C. (Charlie) Tolis, general manager, Tolis Theatres of Connecticut, will be married Aug. 15 to Miss Helena de Haas Wells, an assistant home demonstration agent for the U. of Connecticut's College of Agriculture. . . .Colonel Samuel Goldstein, president, Western Massachusetts Theatres Inc., and Theatre Managers Corporation, has a new composite ad running daily in the Springfield newspapers, listing all W-M-T situations in metropolitan Springfield. . . . Albert M. Pickus, TOA president, and owner, Stratford, Stratford, Conn., is now classifying his screen product, designating family or adult entertainment in his daily newspaper advertising. The practice, first of its kind in Connecticut, is being watched, without comment at the moment, by the trade. . . . Independent exhibitor Charles Garbow has taken over the 900-seat, subsequent-run Barnum, Bridgeport, Conn., operated for many years by industry pioneer Lou Anger, who has retired after half a century in exhibition. Acquisition terms are not known. . . . Interstate of New England has shifted Henry Mazzarella from the Orpheum, Danielson, Conn., to the Saybrook, Saybrook, Conn., succeeding Harry Gordon who has left the industry. At the same time, Lockwood and Gordon has named Fred Koontz, Jr., son of the Prudential Theatres Long Island-Connecticut district manager, as manager, Waterford Drive-In, Waterford, Conn., succeeding Robert Duffy, who has joined the Rifkin Theatres as manager, Shipyard Drive-In, Providence, R.I. Young Koontz at one time managed the L&G Plaza, Windsor, Conn. . . . Allied Artists set up a Hartford-to-Hollywood phone interview with Hartford native, producer Sam Bischoff of "The King of the Roaring 20s," for Allen M. Widem, Hartford Times. . . . "Antigone" newly-completed Greek motion picture backed by Connecticut interests, has been invited to compete in the Berlin, Germany, International Film Festival, June 26-July 4. George Tzavallos, "Antigone" director, has so informed Sperie P. Perakos, general manager of Perakos Theatre Associates, independent Connecticut circuit, and head of the Connecticut group financing the motion picture shot in Greek locales. . . . In Auburn, Me., a final accounting of the estate of William P. Gray of Lewiston, Me., a theatrical magnate who died in California Dec. 10, 1927, has been approved by Judge Patrick F. Malia in Androscoggin county probate court. George E. Lane Jr., Auburn banker, and John J. Ford, motion picture director, who were appointed co-trustees in 1930, reported the residuary legatee, St. Mary's General Hospital, Lewiston, Me., has been paid $427,500 from the estate and further payment of $18,000 is expected in the final payment. Gray was formerly head of the Maine and New Hampshire Theatres Company. At the time of his death 34 years ago, his estate was estimated at more than $500,000.

NEW ORLEANS

"Exodus" ended its roadshow run at the Civic on July 18 and was replaced by U-I's "Spartacus" for an unlimited engagement but not on a hard ticket basis. "La Dolce Vita," which had been scheduled, has been pushed back until later . . . Beverly Miller, Motion Picture Investors, Inc., home-based in Kansas City, was in conferring with Allied Artists branch manager Ben Jordan on AA's handling of several reissues which MPI has acquired for theatrical showing . . . Ed Baumgarten, chief, Associate Film Releasing Corporation, Burbank, Cal., met with Phil Sliman, Mamie and Milton Dureau, Masterpiece Pictures; and Howco International Pictures top officials Francis White and Scott Lett, of Charlotte; and Joy N. Houck, Shreveport-New Orleans, and discussed production plans . . . Joe Solomon, Fanfare Films, Philadelphia, was in to make a deal with F. F. Goodrow, Independent Film Distributor, for territorial distribution of several Fanfare films . . . The Warner exchange expects to be settled in their new quarters in the Loren Building by August 1 . . . The Amite, Amite, La., has closed indefinitely . . . Gulf States Theatres reopened the Mojak Drive-In, Indianola, Miss. . . . The local WOMPI held an installation luncheon and inducted were Mrs. Della Jean Favre, president; Mrs. Bernice Chauvin, first vice president; Miss Gertrude Davis second vice president; Mrs. Marie Berglund, corresponding secretary; Mrs. Lee Nickolaus, recording secretary; and Mrs. Thelma Reinerth, treasurer.

PHILADELPHIA

Elmer Hollander, former theatre manager and distribution manager here, resigned his sales post with Lopert. . . . Sandra Ann Vizzachero, daughter of Felix Vizzachero, dispatcher, Clark Transfer Inc., is now with 20th Century-Fox office . . . Ben Blumberg, manager, SW Palace, brother of Warner Pictures' publicist Irving Blumberg, was confined to Tri County Hospital, Springfield, Pa.

PITTSBURGH

Harold V. Cohen, Post-Gazette drama editor and movie critic, is off to Cape Cod where he will recuperate from his recent major surgery. Win Fanning fills in. A third member of the department, Arnold Zeitlin, who was basically a radio tv columnist, has resigned to join the Peace Corps and will teach in Ghana,

(*Continued on page 26*)

ABSENT MINDED PROFESSOR (BV)

Radio City, New York ($163,100)	7 wk.	....104%
Music Hall, Seattle ($7,100)	5 "	....176%
Memorial, Boston ($17,900)	5 "	....115%
State-Lake, Chicago ($25,000)	11 "	....110%
Michigan, Detroit ($20,300)	5 "	.... 97%
Fox, San Francisco ($12,300)	4 "	....117%
Stanley, Philadelphia ($18,700)	8 "	.... 88%
Brown, Louisville ($8,700)	5 "	....146%
Loew's Midcity, St. Louis ($11,300)	6 "	....107%
State, Omaha ($5,200)	5 "	....146%
Music Box, Seattle ($5,700)	5 "	.... 97%

ALAMO (UA)

Rivoli, New York (*$21,100)	21 "	.... 90%
Alexandria, San Francisco (No Ave.)	11 "	.... 91%
Palace, Chicago (*21,000)	11 "	.... 93%
Midtown, Philadelphia (*13,700)	13 "	.... 83%
Gary, Boston ($10,300)	9 "	.... 95%
Roosevelt, Chicago ($21,000)	5 "	....111%
Stanton, Philadelphia ($13,400)	5 "	.... 98%
Paramount, Seattle ($12,300)	8 "	.... 79%
Mary Anderson, Louisville ($6,100)	6 "	....149%
Fox, St. Louis ($14,300)	4 "	....137%
United Artists, San Francisco ($13,500)	5 "	.... 78%
Astor, New York ($25,900)	3 "	.... 67%
Victoria, New York ($19,200)	2 "	.... 83%
Pilgrim, Boston ($9,500)	2 "	.... 60%
United Artists, Detroit ($19,200)	7 "	.... 60%

ANGEL BABY (AA)

Palms, Detroit ($24,800)	1 "	.... 71%
Paramount, Boston ($16,800)	1 "	.... 88%
Admiral-Chief-Skyvue, Omaha (No. Ave.)	1 "	Ave. $10,000
Randolph, Philadelphia ($13,000)	1 "	.... 60%

BIG SHOW (20TH-FOX)

Palace, New York ($22,500)	1 "	.... 68%
Fox, St. Louis ($14,300)	1 "	.... 69%
Ohio, Louisville (No. Ave.)	1 "	Ave. $5,000
Randolph, Philadelphia ($13,000)	1 "	.... 66%
Oriental, Chicago ($27,000)	2 "	.... 79%
Coliseum, Seattle ($8,600)	1 "	.... 60%
Fox, Detroit ($12,600)	1 "	.... 97%
Warfield, San Francisco ($10,000)	1 "	.... 90%
Orpheum, Omaha ($8,700)	1 "	.... 64%

BLACK SUNDAY (AIP)

Paramount, San Francisco ($15,200)	1 "	....125%
Palms, Detroit ($24,800)	2 "	.... 60%
Goldman, Philadelphia ($12,800)	1 "	....110%
Paramount, Boston ($16,800)	1 "	.... 79%
St. Louis, St. Louis ($12,500)	1 "	....141%

BY LOVE POSSESSED (UA)

United Artists, Chicago ($20,800)	4 "	.... 82%
Stanton, Philadelphia ($13,400)	2 "	.... 99%
Madison, Detroit ($16,000)	2 "	.... 98%
United Artists, San Francisco ($13,500)	2 "	.... 71%
Paramount, Seattle ($12,300)	2 "	.... 60%
Orpheum, Boston ($12,400)	2 "	....124%
Loew's, St. Louis ($13,000)	1 "	....138%
Chief-Skyvue, Omaha (No. Ave.)	2 "	Ave. $8,300

DEADLY COMPANIONS (PATHE)

Loew's, St. Louis ($13,000)	1 "	.... 81%
Warfield, San Francisco ($10,000)	1 "	.... 75%

EXODUS (UA)

Warner, New York ($21,900)	30 "	....119%
Saxon, Boston ($18,400)	28 "	....123%
Cine Stage, Chicago (No. Ave.)	30 "	Ave. $20,700
Boyd, Philadelphia ($21,700)	24 "	....100%
Mercury, Detroit ($14,300)	18 "	....140%
Alexandria, San Francisco ($12,500)	20 "	....130%
Blue Mouse, Seattle ($10,600)	11 "	....103%
Esquire, St. Louis ($12,500)	12 "	.... 99%
Admiral, Omaha (No. Ave.)	3 "	Ave. $8,000
Brown, Louisville ($8,700)	3 "	....161%

FANNY (WB)

Blue Mouse, Seattle ($10,600)	2 "	.... 77%
Randolph, Philadelphia ($13,000)	1 "	....192%
Esquire, St. Louis ($12,500)	1 "	....160%
Radio City, New York ($163,000)	1 "	....123%
Saxon, Boston ($18,400)	1 "	....152%

GIDGET GOES HAWAIIAN (COL.)

Fifth Avenue, Seattle ($7,900)	3 "	....102%
St. Louis, St. Louis ($12,500)	2 "	....104%
Michigan, Detroit ($20,300)	2 "	.... 81%
United Artists, Louisville ($9,000)	1 "	....100%

GOODBYE AGAIN (UA)

Astor, New York ($25,900)	2 "	....119%
Fine Arts, New York ($9,900)	2 "	....182%

GUNS OF NAVARONE (COL.)

Criterion, New York ($27,300)	3 "	....287%
United Artists, Detroit ($19,700)	1 "	....203%
State-Lake, Chicago ($25,000)	2 "	....180%
St. Francis, San Francisco ($13,200)	2 "	....212%

HAND IN HAND (COL.)

Normandie, New York ($8,000)	6 "	.... 91%
Presidio, San Francisco (No Ave.)	4 "	Ave. $2,500
Pageant, St. Louis ($4,100)	1 "	....100%

HOMICIDAL (COL.)

Palms, Detroit ($24,800)	2 "	.... 80%
Paramount, San Francisco ($15,200)	2 "	....110%
Coliseum, Seattle ($8,600)	2 "	....107%

HOUSE OF FRIGHT (AIP)

Admiral-Chief Skyvue, Omaha (No Ave.)	1 "	Ave. $10,000

KING OF THE ROARING TWENTIES (AA)

Chief Skyvue, Omaha (No Ave.)	1 "	Ave. $8,000

LADIES MAN (PAR.)

Oriental, Chicago ($27,000)	3 "	.... 90%
Palms, Detroit ($24,800)	2 "	.... 71%
St. Louis, St. Louis ($12,500)	2 "	....112%
Pilgrim, Boston ($9,500)	1 "	.... 85%
Omaha, Omaha ($7,700)	1 "	....138%

LA DOLCE VITA (ASTOR)

Henry Miller, New York (No. Ave.)	12 "	Ave. $22,200
Gary, Boston ($10,300)	12 "	... 132%
Todd, Chicago (No. Ave.)	4 "	Ave. $21,400

LAST SUNSET (U-I)

State-Lake, Chicago ($25,000)	3 "	.... 79%
Orpheum, Omaha ($8,700)	1 "	.... 86%
Fox, St. Louis ($14,300)	2 "	....112%
Palace, New York ($22,500)	4 "	....101%
Music Box, Seattle ($5,700)	2 "	.... 95%
Goldman, Philadelphia ($12,800)	4 "	.... 82%
Golden Gate, San Francisco ($19,700)	2 "	.... 72%
Kentucky, Louisville ($7,600)	1 "	.... 72%

LAST TIME I SAW ARCHIE (UA)

Stanley, Philadelphia ($18,700)	2 "	.... 60%
Coliseum, Seattle ($8,600)	1 "	.... 86%
United Artists, San Francisco ($13,500)	2 "	.... 63%
Victoria, New York ($19,000)	5 "	.... 68%
Madison, Detroit ($16,000)	2 "	.... 94%
Orpheum, Boston ($12,400)	1 "	.... 76%
United Artists, Louisville ($9,000)	1 "	.... 68%
Loew's Midcity, St. Louis ($11,300)	2 "	....128%
Roosevelt, Chicago ($21,000)	1 "	.... 79%

LOVE IN A GOLDFISH BOWL (PAR.)

Omaha, Omaha ($7,700)	1 "	.... 61%
Golden Gate, San Francisco ($19,700)	1 "	.... 60%

MORGAN THE PIRATE (MGM)

Loew's, St. Louis ($13,000)	1 "	.... 71%
Warfield, San Francisco ($10,000)	2 "	....100%
State, Omaha ($5,200)	1 "	.... 99%

NAKED EDGE (UA)

Victoria, New York ($19,000)	2 "	....166%

ONE EYED JACKS (PAR.)

Capitol, New York ($45,900)	8 "	.... 88%
Astor, Boston ($10,500)	8 "	.... 87%
Fox, Philadelphia ($14,800)	8 "	....105%
Chicago, Chicago ($28,100)	5 "	....116%
St. Francis, San Francisco ($13,200)	6 "	....119%
Paramount, Seattle ($12,300)	5 "	.... 64%
Fox, St. Louis ($14,300)	3 "	....112%
Michigan, Detroit ($20,300)	3 "	.... 87%
Ohio, Louisville (No Ave.)	3 "	Ave. $3,600
Orpheum, Omaha ($8,700)	2 "	....113%

ON THE DOUBLE (PAR.)

Goldman, Philadelphia ($12,800)	2 "	.... 99%
Rivoli, New York ($24,800)	5 "	.... 76%
Metropolitan, Boston ($11,600)	3 "	....122%
Michigan, Detroit ($20,300)	1 "	.... 84%
Esquire, Chicago ($13,500)	2 "	....155%

PARENT TRAP (B.V.)

Woods, Chicago ($25,100)	3 "	....115%
Capitol, New York ($45,900)	3 "	.... 72%
Midtown, Philadelphia ($10,400)	3 "	....124%
Metropolitan, Boston ($11,600)	2 "	....134%
Loew's, Midcity, St. Louis ($11,300)	2 "	....147%
Fifth Avenue, Seattle ($7,900)	2 "	....171%
Grand Circus, Detroit ($13,000)	2 "	....150%
United Artists, Louisville ($9,000)	2 "	....145%
Fox, San Francisco ($12,300)	2 "	....184%

PARRISH (WB)

Radio City, New York ($163,100)	4 "	.... 88%
Chicago, Chicago ($28,100)	3 "	.... 84%
Stanley, Philadelphia ($18,700)	1 "	.... 91%
Orpheum, Omaha ($8,700)	2 "	.... 90%
Fox, St. Louis ($14,300)	1 "	....126%
Music Hall, Seattle ($7,100)	2 "	.... 73%
Michigan, Detroit ($20,300)	1 "	.... 94%
Mary Anderson, Louisville ($6,100)	2 "	....112%
Paramount, San Francisco ($15,200)	1 "	....119%

PEPE (COL.)

Criterion, New York ($27,300)	25 "	....103%
Gary, Boston ($10,300)	9 "	....118%
Stanley, Philadelphia ($18,700)	9 "	.... 95%
Chicago, Chicago ($28,100)	9 "	....121%
St. Francis, San Francisco ($13,200)	8 "	....128%
Ambassador, St. Louis ($10,700)	6 "	....108%
Madison, Detroit ($16,000)	8 "	....101%
Fifth Avenue, Seattle ($7,900)	7 "	.... 97%
Orpheum, Omaha ($8,700)	3 "	....115%
United Artists, Louisville ($9,000)	2 "	....111%
St. Louis, St. Louis ($12,500)	2 "	.... 74%

PLEASURE OF HIS COMPANY (PAR.)

Chicago, Chicago ($28,100)	4 "	.... 80%
Arcadia, Philadelphia ($13,200)	5 "	.... 80%
Golden Gate, San Francisco ($19,700)	4 "	.... 71%
Radio City, New York ($163,100)	5 "	.... 96%
Ambassador, St. Louis ($10,700)	4 "	....114%
Grand Circus, Detroit ($13,000)	2 "	....131%
Paramount, Boston ($16,800)	4 "	.... 66%
Ohio, Louisville (No. Ave.)	2 "	Ave. $7,800

RAISIN IN THE SUN (COL.)

Forum, New York ($19,700)	13 "	.... 85%
Adams, Detroit ($9,800)	5 "	....119%
St. Francis, San Francisco ($13,200)	3 "	.... 89%
Fifth Avenue, Seattle ($7,900)	1 "	....181%
Midtown, Philadelphia ($10,400)	5 "	.... 83%
Orpheum, Omaha ($8,700)	1 "	.... 60%
Roosevelt, Chicago ($21,000)	3 "	.... 87%
Pageant, St. Louis ($4,100)	3 "	.... 72%

RING OF FIRE (MGM)

Blue Mouse, Seattle ($10,600)	1 "	.... 60%
Loew's, St. Louis ($13,000)	1 "	.... 71%
Warfield, San Francisco ($10,000)	1 "	.... 91%
State, Omaha ($5,200)	1 "	.... 69%

ROMANOFF AND JULIET (U-I)

Stagedoor, San Francisco ($5,000)	2 "	....130%
Exeter, Boston (No. Ave.)	2 "	Ave. $7,300

THE

Tip-off

ON BUSINESS

An Exclusive MOTION PICTURE EXHIBITOR Estimate, based on data assembled by an experienced field staff, and drawn from other industry sources.

Average reported grosses for a preceding 13-week period are used as a comparative. This estimate covers features in more than 300 first-run engagements.

**INDICATES ESTIMATED AVERAGE WEEKLY GROSS OF THEATRE FOR THE FIRST 13 WEEKS OF 1960*

OTHER FIGURES INDICATE ESTIMATED AVERAGE WEEKLY GROSS OF THAT THEATRE FOR THIRD 13 WEEKS OF 1960.

SNOW WHITE AND THE THREE STOOGES (20TH-FOX)

Coliseum, Seattle ($8,600)	1 "	.... 74%
Stanley, Philadelphia ($18,700)	2 "	.... 60%
Paramount, New York ($32,700)	2 "	.... 69%
Fox, San Francisco ($12,300)	1 "	.... 74%
Fox, St. Louis ($14,300)	1 "	....112%
Fox, Detroit ($12,600)	1 "	....118%
Omaha, Omaha ($7,700)	1 "	....104%
Kentucky, Louisville ($7,600)	1 "	.... 61%

SPARTACUS (U-I)

DeMille, New York (*$13,700)	41 "	....161%
McVickers, Chicago (*$16,200)	23 "	....104%
Astor, Boston (*$8,700)	24 "	....125%
Goldman, Philadelphia ($12,800)	22 "	.... 96%
Madison, Detroit ($16,000)	21 "	....103%
Music Box, Seattle ($5,700)	15 "	....135%
Esquire, St. Louis ($12,500)	16 "	....104%
United Artists,San Francisco($13,500)	15 "	....122%
Brown, Louisville ($8,700)	8 "	.... 98%
Dundee, Omaha (No Ave.)	7 "	Ave. $5,700
Loop, Chicago ($5,000)	3 "	....245%
Mercury, Detroit ($14,300)	4 "	....101%
Ambassador, St. Louis ($10,700)	1 "	....141%

TWO LOVES (MGM)

Oriental, Chicago ($27,000)	2 "	.... 71%
Arcadia, Philadelphia ($13,200)	3 "	.... 67%
Blue Mouse, Seattle ($10,600)	1 "	.... 60%
Warfield, San Francisco ($10,000)	1 "	.... 80%
Loew's, St. Louis ($13,000)	1 "	.... 66%
Grand Circus, Detroit ($13,000)	2 "	.... 77%
Mary Anderson, Louisville ($6,100)	1 "	.... 69%
Rivoli, New York ($24,800)	3 "	.... 61%
Orpheum, Boston ($12,400)	1 "	.... 99%

TWO RODE TOGETHER (COL)

Fox, Philadelphia ($14,800)	2 "	.... 81%

WILD IN THE COUNTRY (20TH-FOX)

Oriental, Chicago ($27,000)	2 "	.... 61%
Paramount, New York ($32,700)	3 "	.... 60%
Omaha, Omaha ($7,700)	1 "	.... 80%
Coliseum, Seattle ($8,600)	1 "	.... 82%
Fox, St. Louis ($14,300)	1 "	.... 73%
Capri, Boston ($8,100)	4 "	.... 66%
Viking, Philadelphia ($7,000)	4 "	.... 93%
Fox, San Francisco ($12,300)	1 "	.... 90%
Fox, Detroit ($12,600)	2 "	.... 98%
Kentucky, Louisville ($7,600)	3 "	.... 92%

YOUNG SAVAGES (UA)

Roosevelt, Chicago ($21,000)	3 "	....100%
Fox, Philladelphia ($14,800)	5 "	.... 82%
Orpheum, Seattle (No Ave.)	1 "	Ave. $7,000
Astor, New York ($25,900)	5 "	.... 74%
Admiral, Chief, Skyvue, Omaha (No Ave.)	1 "	Ave. $18,000
United Artists, San Francisco ($13,500)	2 "	.... 71%
Loew's, St. Louis ($13,000)	1 "	....100%
Palms, Detroit ($24,800)	3 "	.... 79%
Astor, Boston ($10,500)	5 "	.... 76%
Mary Anderson, Louisville ($6,100)	2 "	.... 62%

PITTSBURGH (Continued from page 24)

West Africa. . . . Carl Foreman was due in to ballyhoo his Columbia production, "Guns of Navaronne," with Columbia field man Bob Cooper setting up a schedule of tv appearances and radio and newspaper interviews. . . . Also due for the publicity rounds was Embassy Pictures' Charles Cohen, in ahead of the Sophia Loren picture, "Two Women," headed for the art Squirell Hill. . . . Gus Davis, Stanley Warner, booker lost his father-in-law. . . . Rege Cordic, leading area disc jockey, whose "Cordic and Company" comedy bits are a top feature on KDKA-radio, was in New York and made some special interview recordings with the stars of "Fanny." . . . Considering business conditions hereabouts, Variety Club officials are not too unhappy with the results of their recent Telethon, even though the total amount raised was far below last year. . . . Pittsburgh has been getting a steady stream of Hollywood stars as well as "behind-the-scenes" personalities making p.a.'s on behalf of upcoming product. Appearances have paid off with fine newspaper, tv and radio breaks. Latest in were John Gavin, starring in "Tammy, Tell Me True," and Mickey Callan, star of "Gidget Goes Hawaiian," two pictures getting the benefit of "Marcus Plan" treatment. . . . Patricia, daughter of Stanley Warner accounting department's Sid Newman, scheduled a July wedding to non-industryite Kenneth F. Hageman. . . . Jack Soo, who played the leading comedy role in the road company of "Flower Drum Song" at Gabe Rubin's Nixon, plays the same role in the movie version to be released by Universal.

ST. LOUIS

Burial was held here for Walter Light who died recently in Phoenix, Ariz. Light had worked for local film exchanges and as an exhibitor in Chester and most recently in Sparta, Ill. . . . Theatres closing for the summer in the area include the Palace, Johnson City, Ill., and the Capitol, Litchfield, Ill., a Frisina Theatre. . . . Milton Harris, first publicist for the Fox theatre here and more recently manager of Cinerama at the Ambassador, died recently on a train bound for New York. . . . Fox is having a private screening of "Francis of Assisi" Aug. 3 to be attended by Cardinal Ritter and other Catholic dignitaries and Mayor Raymond R. Tucker. . . . Jerry Berger, Fox publicist, was in Kansas City with Irwin Allen, producer of "Voyage to the Botton of the Sea." There will be a tie-up for the film with Northland's Shopping Center where a skin diving show will be held July 27-28. . . . Don Baker, recently promoted to advertising manager of Loew's Theatres, New York, was in town. . . . Forrest Pirtle, Jerseyville, was operated on recently at St. Anthony's Hospital. . . . Due to the bottler's strike locally, the special kiddee matinee at the Regal, Criterion, Midtown, and Douglass have been postponed. . . . Tommy James has closed the Midtown. . . . St. Louis Post-Dispatch columnist Myles Standish is writing a series of articles on the MGM film, "How the West Was Won," which is being shot on location near Paducah, Ky. . . . Tired, but triumphant, Mr. and Mrs. W. Monroe Glenn, owners of two Fulton, Mo., theatres, and 97 members of the Fulton Senior Class returned from a three day excursion to Chicago which townspeople regarded as impossible. Despite discouragement on all sides and serious school problems in the past, the Glenns believed the seniors could and would behave well and have fun. "The students couldn't believe someone would take their side," Mrs. Glenn said. "Our greatest hopes and expectations were realized. It was a tremendous success." . . . Allied Artists has a new branch manager in Frank Reimer, who was previously with the same company in Los Angeles. . . . John Meinardi, Fox Midwest Theatres, has applied for a permit to build a 1,000 car drive-in at Hazelwood, a new shopping center in St. Louis county. . . . Taking his first look at Film Row was the new manager of the American, Wentzville, Chub Unland, who made the rounds in the company of Senator Frank X. Reller.

Marvin Goldfarb, from Denver, district manager for Buena Vista, was in town. . . . Fred Hift, producer's representative for "Francis of Assisi," made the rounds in St. Louis. . . . 20th-Fox announces a tie up between "Wild in The Country" and radio station WIL. The film opens here June 16. . . . William Gehring, branch manager at 20th-Fox; Eve Wassem, head booker; and 20th-Fox salesmen will attend a convention in Hollywood July 24. . . . Mrs. Grace Piccioni, owner, Apollo Art and Varsity, attended the Cannes Film Festival and has been touring Italy. . . . Regis Toomey was in town recently promoting his film, "Last Sunset.". . . United Artists here welcomed more than 150 guests to an open house in their new office. The new, spacious offices are at 3377 Lindell in the "Pink Building." . . . Plans moved on schedule for Warner Bros. to set up housekeeping in the "pink building.". . . Douglas owner Tommy James protests the recent erroneous report that his theatre is closed. Like the late Mark Twain, who read his own obituary in the newspapers and claimed it was highly exaggerated, the Douglas owner claims his theatre is very much alive and ready for business.

SALT LAKE CITY

Fox Intermountain Theatres' Southeast reopened after extensive remodeling with "Spartacus." The Egyptian, Ogden; and the Academy, Provo, also have undergone major remodeling and face lifting jobs and will reopen soon. The Uptown reopened after refurbishing with "The Parent Trap" with manager John Denman holding an invitational performance at which all twins were admitted free.

SAN ANTONIO

A science thriller festival, double features changed every two days, is on tap at the Broadway, suburban Interstate Theatre Circuit operation. . . . The re-opening of the Roxy Drive-In was announced by Sam Kennedy, manager. Double features will be scheduled on Sunday, Monday, Tuesday, and Wednesday under the new theatre policy. Thursday's attractions will consist of all-Spanish films, with triple features presented each Friday and Saturday. . . . A group of 60 members of the Students for Civil Liberties Sunday staged another in a long line of stand-in demonstrations at the Majestic, ace downtown Interstate Theatre Circuit operation. The demonstration was in protest against "segregation in general," Perfecto Villarreal, new head of the group, said. The group joined the ticket line at the box office, and theatre officials moved the ticket sales office into the theatre lobby. There was no disturbance, Police Sergeant Richard May reported. . . . Twelve valuable prizes are being offered to young readers of the San Antonio Express in a coloring contest co-sponsored by the Express and four San Antonio theatres where Joseph E. Levine's "The World of Jules Verne," is showing. . . . For a few minutes a lanky, long-haired youth held the "star role" at the Majestic. And he wasn't even in the cast. But the 16-year-old youth, apprehended a few blocks away from the Majestic, after movie-goers reported hearing a loud noise "like a small bomb," admitted throwing a firecracker in the theatre. "I wanted to get some kicks," the youth told newsmen. "But I didn't get any. I ran, and I got caught." . . .

How long will it take KENS radio disc jockeys Charlie Walker and Bill Mack to race from the Rigsby Drive-In to the San Oedro Drive-In? That's the question being asked KENS Radio listeners, with $100 as the prize for the person who comes closest to naming the time, in hours, minutes, and seconds. Walker and Mack will be making the race in a horse drawn chariot citing the opening of "Ben-Hur" at the Rigsby, San Pedro, and South Loop Drive-Ins. . . . Dona Holloway, one of the small band of women producers in Hollywood, visied San Antonio to tell about William Castle's latest thrill film, "Homicidal." Miss Holloway, a former secretary, is Castle's associate producer, a job she has held for the past three years. . . . Charles Willard Sadler, 62, former theatre owner at Weatherford, Tex., died in a Houston, Tex., hospital. . . . Police dispersed a group of 25 Negroes protesting segregated seating policies of two downtown theatres in Amarillo, Tex. Four of the Negroes were taken to police headquarters by police. Jack King, local manager of Interstate Theatres, said the theatres continued "normal" operations after the incident. . . . Leaman Marshall, 64, died at a hospital in Terrell, Tex. In 1924 he formed the S & M Amusement Co., opening his first movie theatre. . . . Movie houses owned at Austin, Tex., by Interstate Theatres will remain racially segregated, officials of the theatre chain said. The local manager of the theatres said he has received no instructions to change this policy. . . . Pay television will make its appearance in Laredo, Tex., within four months, according to the manager of the Community Antenna Service. George Spence of Laredo Theatres, the owners of the new service, said that a contract for $272,000 had been awarded to Jerrold Electronics Corp., of Philadelphia.

SEATTLE

Seattle's Film Row Annual Golf Tournament, sponsored by Variety, will be held July 28 at the Glendale Golf and Country Club, and will be climaxed with a dinner-dance that evening. Advance registration may be made by calling Bud Saffle, Saffle's Theatre Service, MAin 3-5177. . . . J. V. Scully, auditor for American International Pictures, has been in the Seattle office of Favorite Films. . . . Mike Powers, 20th-Fox office manager, was in Spokane. . . . Eastern Washington salesmen, Hap Fredericks, Universal, and Buck Seale, Columbia, were on the coast. . . . James Beale, Seattle branch manager of Columbia, was in New York as local chairman of the Will Rogers' Memorial Hospital Fund. . . . Dick Carlson, formerly Warner Bros. salesman, is taking over the Oregon territory for Favorite Films. . . . Funeral services were held for David Hoffman, 56, stage and motion picture actor, who died of a heart ailment. Hoffman began his career in Seattle repertory groups, joined the George Abbott group in New York in 1938, and later went to Hollywood.

PROGRESSIVE ELECTRIC CONSTRUCTION CO INC.
240 N. 13th STREET • PHILADELPHIA 7, PA.
Theatre Installations and Maintenance

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



JULY 19, 1961 SECTION TWO
VOL. 66, NO. 7

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope	MC—MetroColor	TC—Technicolor	VV—VistaVision
DC—DeLuxe Color	PV—Panavision	TE—Technirama	C—Other color
EC—Eastman Color	RE—Reissue	TS—Totalscope	

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6105 **ANGEL BABY**—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film introduces new star

BRAINWASHED—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—German-made; English dialogue.

BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles.

6009 **CALTIKI, THE IMMORTAL MONSTER**—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the duallers

6106 **DAVID AND GOLIATH**—SP-95m.—(EC; TotalScope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle should prove saleable—Italian-made—dubbed in English.

6007 **HELL TO ETERNITY**—MD-132m.—Jeffrey Hunter, Patricia Owens—4729 (8-17-60)—High rating war entry

6016 **HEROD THE GREAT**—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made spectacle—Italian-made; dubbed in English

6014 **HEROES DIE YOUNG**—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller

6107 **KING OF THE ROARING 20's**—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a notorious gambler.

6101 **LOOK IN ANY WINDOW**—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploitable angles

6103 **OPERATION EICHMANN**—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama

6008 **PLUNDERERS, THE**—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans

6006 **RAYMIE**—D-73m.—David Ladd, Julie Adams, John Agar—4757 (10-12-60)—Programmer for family trade

6013 **SERENGETI SHALL NOT DIE**—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grizimek—4789 (2-8-61)—Good documentary on Africa

6003 **SEX KITTENS GO TO COLLEGE**—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower half

6010 **TORMENTED**—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half

6015 **UNFAITHFULS, THE**—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Mar. **DONDI**—David Janssen, Patti Page, David Kory
May **TIME BOMB**—Curt Jurgens, Mylene Demongeot
June **ARMORED COMMAND**—Howard Keel, Tina Louise
Aug. **TWENTY PLUS TWO**—David Janssen, Jeanne Crain, Dina Merrill

COMING

BIG WAVE, THE—Sessue Hayakawa—Japanese-Made
BILLY BUDD—Robert Ryan, Peter Ustinov
BLOODY BROOD—Barbara Lord, Jack Bett

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

506 **AMAZING TRANSPARENT MAN, THE**—MD-60m.—Marguerite Chapman, Douglas Kennedy—4749 (9-14-60)—Lower half science fiction

BEWARE OF CHILDREN—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English

595 **BEYOND THE TIME BARRIER**—MD-80m.—Robert Clarke, Darlene Tompkins—4729 (8-17-60)—Science fiction for the duallers

602 **BLACK SUNDAY**—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—Dubbed in English

509 **GOLIATH AND THE DRAGON**—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should do okay when actively sold—Italian-made; dubbed in English

601 **HAND, THE**—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England

HOUSE OF FRIGHT—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English

508 **JOURNEY TO THE LOST CITY**—MD-95m.(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the program

603 **KONGA**—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English

MASTER OF THE WORLD—SFD-104m.—(MagnaColor; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—Well-made, interesting science fiction entry

507 **PORTRAIT OF A SINNER**—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in particular—English

504 **WHY MUST I DIE?**—MD-86m.—Terry Moore, Debra Paget, Bert Freed—4721 (7-20-60)—Exploitable programmer on capital punishment

TO BE REVIEWED

ALAKAZAM, THE GREAT—(C; CS)—Cartoon Feature
LOST BATTALION—Leopold Salcedo, Diane Jergens
OPERATION CAMEL—Nora Hayden, Louis Renard
PIT AND THE PENDULUM, THE—(C; Panavision)—Vincent Price, Barbara Steele
PROFESSIONALS, THE—William Lucas
REPTILICUS—(C)—Bodil Miller

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Absent-Minded Professor, The	A1	Misc
•Ada	A3	MGM
Adventure, The		For.
•Alakazam, The Great		A-I
Alamo	A1	UA
All Hands On Deck	A1	Fox
All In A Night's Work	A3	Par.
All The Fine Young Cannibals	A3	MGM
All the Young Men	A2	Col.
Amazing Transparent Man	A1	A-I
And Quiet Flows The Don	B	UA
Angel Baby		AA
Angel Wore Red, The	A3	MGM
Angry Silence, The	A3	For.
Anna's Sin	A3	Fro.
•Armored Command		AA
•As The Sea Rages	A2	Col.
Atlantis, The Lost Continent	A2	MGM
Atlas		Misc.

PLEASE NOTE . . .

This yellow paper SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

•Bachelor In Paradise		MGM
•Back Street		U-I
Ballad Of A Soldier	A2	For.
Barefoot Mailman The—RE	A1	Col.
Battle At Bloody Beach	A2	Fox
Bellboy, The	A2	Par.
Belles And Ballets		For.
Between Time and Eternity	B	U-I
Beyond The Time Barrier	A1	A-I
Beware Of Children	A2	A-I
Big Chief, The		For.
Big Deal On Madonna Street, The	A3	For.
•Big Gamble, The	A1	Fox
•Big Wave, The		AA
Bio Show, The	B	Fox
•Billy Budd		AA
Bimbo The Great	B	WB
Black Sunday	A2	A-I
Blast Of Silence	A3	U-I
•Blood and Roses	B	Par.
•Bloody Brood		AA
•Blue Hawaii		Par.
Blueprint For Robbery	A2	Par.
Born Yesterday—RE	B	Col.
•Boy Who Found $100,000		UA
Boy Who Stole A Million, The	A1	Par.
Brainwashed	A2	AA
•Breakfast At Tiffany's		Par.
Breath of Scandal, A	B	Par.
Breathless	C	For.
Bridge, The	A2	AA
•Bridge To The Sun		MGM
Butterfield 8	B	MGM
By Love Possessed	A3	UA

C

Caltiki, The Immortal Monster		AA
Canadians, The	A2	Fox
•Cape Fear		U-I
Career Girl		Misc.
Career Girls On A Naked Holiday		Misc.
Carmen Comes Home		For
Carry On Nurse	B	For
Carthage In Flames	B	Col.
•Cat Burglar, The	A2	UA
Cimarron	A1	MGM
Cinderella	A1	Par.
Circle of Deception	SP	Fox
•Claudelle Inglish		WB
•Cleopatra		Fox
Code Of Silence		Misc.
College Confidential	A3	U-I
•Colossus Of Rhodes The		MGM
Come Dance With Me	C	For
Come September	A3	U-I
Confess, Dr. Corda		For
Cool Wind In August, A		Misc.
•Couch, The		WB
•Counterfeit Traitor, The		Par.
Cow And I, The		For.
Crowded Sky, The	A3	WB
Crowning Experience, The	SP	Misc.
Cry Freedom		For.
Cry For Happy	B	Col.
Curse Of The Werewolf	B	U-I

D

Dark At The Top Of The Stairs The	A3	WB
David and Goliath	A1	AA
Day They Robbed the Bank of England	A1	MGM
Days Of Thrills And Laughter	A1	Fox
Dead One, The		Misc.
Deadly Companions, The	A2	Misc.
•Deadlock		Par.
Desert Attack	A1	Fox
Desire In The Dust	B	Fox
•Devil At 4 O'clock, The		Col.
Devil's Commandment, The		For.
Dog, A Mouse and A Sputnick, A		For.
•Dondi	A1	AA
Don Quixote—USSR	A2	MGM
•Double Trouble		Fox
Dreams		For
Dr. Blood's Coffin	A3	UA

E

Elephant Walk—RE	A2	Par.
End of Innocence	A3	For.
Enemy General The	A2	Col.
Entertainer, The	B	For.
•Escape From Zahrain		Par.
Esther And The King	B	Fox
Exodus	A3	UA

F

Fabulous World of Jules Verne	A1	WB
Facts Of Life, The	A3	UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

506 **ALL THE YOUNG MEN**—D-87m.—Alan Ladd, Sidney Poitier, Ana St. Clair—4725 (8-3-60)—Fast-moving war story has names
508 **AS THE SEA RAGES**—D-74m.—Maria Schell, Cliff Robertson, Cameron Mitchell—4733 (8-31-60)—Mostly suitable for art spots—Filmed abroad
449-R **BAREFOOT, MAILMAN, THE**—MD-83m.—(SuperCinecolor)—Robert Cummings, Terry Moore—4753 (9-28-60)—Interesting program for duallers—Reissue
BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue
CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made
529 **CRY FOR HAPPY**—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles
505 **ENEMY GENERAL, THE**—MD-74m.—Van Johnson, Dany Carrel—4729 (8-17-60)—Counter espionage meller for duallers
507 **FAST AND SEXY**—(TE; TC)-98m.—Gina Lollobrigida, Dale Robertson—4733 (8-31-60)—Good comedy loaded with Gina's curves
539 **FIVE GOLDEN HOURS**—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England
601 **GIDGET GOES HAWAIIAN**—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program
603 **GUNS OF NAVARONE, THE**—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed Abroad
523 **HAND IN HAND**—D-75m.—Loretta Parry, Phillip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English
516 **HELL IS A CITY**—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for the program—England
540 **HOMICIDAL**—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick
512 **I AIM AT THE STARS**—BIOD-107m.—Curt Jurgens, Victoria Shaw—4750 (9-14-60)—Timely, controversial biopic can be exploited
519 **JAZZ BOAT**—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English
513 **LET NO MAN WRITE MY EPITAPH**—D-106m.—Burl Ives, Shelley Winters—4753 (9-28-60)—Unpleasant but gripping drama has angles
534 **MAD DOG COLL**—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program
MEIN KAMPF—DOC.-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating
541 **MOST DANGEROUS MAN ALIVE**—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half
504 **NIGHTS OF LUCRETIA BORGIA, THE**—MD-108m.—(TS; EC)—Belinda Lee, Jacques Sernas—4721 (7-20-60)—Spectacle for the program—Italy
510-R **ON THE WATERFRONT**—MD-108m.—Marlon Brando, Eva Marie Saint—4733 (8-31-60)—Rugged meller is one of the best—Reissue
527 **PASSPORT TO CHINA**—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half
520 **PEPE**—C-157m.—(Panavision-CS-TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining
PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue
518 **PLEASE TURN OVER**—C-86m.—Ted Ray, Jean Kent—4757 (10-12-60)—Plenty of laughs in cute comedy—England
533 **RAISIN IN THE SUN, A**—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high
SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue
535 **STOP ME BEFORE I KILL**—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made
514 **SURPRISE PACKAGE**—C-100m.—Yul Brynner Mitzi Gaynor—4757 (10-12-60)—Entertaining comedy
522 **SWORD OF SHERWOOD FORREST**—MD-80m.—(EC; Megascope)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—Enolish
530 **TERROR OF THE TONGS**—MD-80m.—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror Import for the program—English-made
THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal
602 **TWO RODE TOGETHER**—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good selling angles
TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue
525 **UNDERWORLD, U. S. A.**—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program
WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy
524 **WARRIOR EMPRESS, THE**—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—(6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed in English
509-R **WILD ONE, THE**—MD-80m.—Marlon Brando, Mary Murphy—4733 (8-31-60)—Rugged meller lends itself to exploitation—Reissue

COMING FEATURES IN ORDER OF RELEASE

Aug. **MYSTERIOUS ISLAND**—(Super-Dynamation; C)—Michael Craig, Joan Greenwood
Sept. **GREENGAGE SUMMER, THE**—(C)—Kenneth More, Danielle Darrieux—French-made
Sept. **DEVIL AT 4 O'CLOCK, THE**—(CS; C)—Spencer Tracy, Frank Sinatra, Barbara Luna

COMING

FURY OF THE BARBARIANS—(C)—Edmund Purdom
PLAY IT COOL—Anthony Newley, Anne Aubrey
SCREAM OF FEAR—Susan Strasberg, Ronald Lewis
3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKeever
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

20 **ALL THE FINE YOUNG CANNIBALS**—D-112m.—(CS; MC)—Robert Wagner, Natalie Wood—4721 (7-20-60)—Fine drama features top young talent
101 **ANGEL WORE RED, THE**—D-99m.—Ava Gardner, Dirk Bogarde, Joseph Cotten—4733 (8-31-60)—Sell the names for best results
113 **ATLANTIS, THE LOST CONTINENT**—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry
106 **BUTTERFIELD 8**—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems headed for better business
108 **CIMARRON-WSP**—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry
19 **DAY THEY ROBBED THE BANK OF ENGLAND, THE**—MD-85m.—(Metroscope)—Aldo Ray, Elizabeth Sellars—4721 (7-20-60)—Crime meller for the duallers—English-made
DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film
114 **GONE WITH THE WIND**—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue
111 **GO NAKED IN THE WORLD**—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences
105 **GORGO**—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England
116 **GREEN HELMET, THE**—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English
122 **HONEYMOON MACHINE, THE**—C-100m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy
103 **KEY WITNESS**—MD-81m.—(CS)—Jeffrey Hunter, Pat Crowley—4750 (9-14-60)—Very good juvenile delinquency meller
120 **MORGAN THE PIRATE**—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (5-17-61)—Very good actionful, slam-bang swashbuckler—Made in Italy
119 **RING OF FIRE**—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller
115 **SECRET PARTNER, THE**—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English
123 **THIEF OF BAGHDAD**—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for kids and young in heart—Italian made; dubbed in English
9 **TIME MACHINE, THE**—MD-103m.—(MC)—Rod Taylor, Alan Young, Yvette Mimieux—4722 (7-20-60)—Novel science fiction programmer
117 **TWO LOVES**—D-100m.—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
109 **VILLAGE OF THE DAMNED**—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England
110 **WHERE THE BOYS ARE**—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters
104 **WHERE THE HOT WIND BLOWS**—D-120m.—Gina Lollobrigida, Pierre Brasseur—4757 (10-12-60)—Strong sell, names will boost satisfactory import—French-Italian made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

June **INVASION QUARTET**—Bill Travers, Gregoire Aslan
June **MAGIC BOY**—(EC)—Japanese Animated Cartoon
June **SECRET OF MONTE CRISTO, THE**—(Dyaliscope; C)—Rory Calhoun, Gianna Maria Canale
July **ADA**—(CS; C)—Susan Hayward, Dean Martin
Aug. **BRIDGE TO THE SUN**—Carroll Baker, James Shigeta

COMING

BACHELOR IN PARADISE—Bob Hope, Lana Turner
COLOSSUS OF RHODES, THE—(CS; C)—Rory Calhoun, Lea Massari
FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thulin
HOW THE WEST WAS WON—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Siobhan McKenna
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT IN THE PIAZZA, THE—Olivia DeHavilland, Rossano Brazzi
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision, C)—Marlon Brando, Trevor Howard
SWORDSMAN OF SIENNA—Stewart Granger
TARTARS, THE—(CS; C)—Victor Mature, Orson Welles
THUNDER OF DRUMS, A—Richard Boone, George Hamilton
VERY PRIVATE LOVE, A—(MC)—Brigitte Bardot, Marcello Mastroianni
WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
5924 **BELLBOY, THE**—C-72m.—Jerry Lewis—4722 (7-20-60)—Mildly amusing Lewis entry
6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
5001 **BOY WHO STOLE A MILLION, THE**—MD-64m.—Maurice Reyna, Virgilio Texera, Marianne Benet—4753 (9-28-60)—Good program entry for family—Filmed in Spain
6006 **BREATH OF SCANDAL, A**—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has angles, names
6007 **CINDERFELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention——Reissue
6013 **FOXHOLE IN CAIRO**—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
6005 **G. I. BLUES**—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
5927 **IT STARTED IN NAPLES**—C-100m.—(VV; TC)—Clark Gable, Sophia Loren—4722 (7-20-60)—Lush scenery, strong names highlight comedy
6015 **LADIES MAN, THE**—C-106m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
6018 **LOVE IN A GOLDFISH BOWL**—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
R6012 **NAKED JUNGLE, THE**—MD-95m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter)—4819 (5-17-61)—Very funny Danny Kaye vehicle
6014 **ONE-EYED JACKS**—W-141m—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds)—4819 (5-17-61)—Cute, entertaining and sophisticated
6004 **SAVAGE INNOCENTS, THE**—D-110m.—(Technirama 70; TC)—Anthony Quinn, Yoko Tani—4758 (10-12-60)—Excellent educational subject with brilliant photography
6002 **UNDER TEN FLAGS**—D-92m.—Van Heflin, Mylene Demongeot, Charles Laughton—4734 (8-31-60)—Highly interesting yarn of "humane" warfare
6008 **WORLD OF SUZIE WONG, THE**—D-129m.(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING

BLOOD AND ROSES—(TE; TC)—Mel Ferrer, Annette Vadim
BLUE HAWAII—(TC)—Elvis Presley, Joan Blackman
BREAKFAST AT TIFFANY'S—(TC)—Audrey Hepburn, George Peppard
COUNTERFEIT TRAITOR—(TC)—William Holden, Lilli Palmer
DEADLOCK—Jeffrey Hunter, Stella Stevens
ESCAPE FROM ZAHRAIN—(TC; Panavision)—Yul Brynner, Sal Mineo
GIRL NAMED TAMIKO, A—(TC; Panavision)—Laurence Harvey, France Nuyen
HATARI—(TC)—John Wayne, Red Buttons
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
MY GEISHA—(TC; Panavision)—Shirley MacLaine, Yves Montand
SUMMER AND SMOKE—(TC)—Laurence Harvey, Geraldine Page
TOO LATE BLUES—Bobby Darin, Stella Stevens

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
128 **BATTLE AT BLOODY BEACH**—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
120 **BIG SHOW, THE**—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
102 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
046 **DESIRE IN THE DUST**—D-102m.—(CS)—Raymond Burr, Martha Hyer—4753 (9-28-60)—Interesting drama of small Southern town
053 **DESERT ATTACK**—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
120 **FIERCEST HEART, THE**—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell.
056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
030 **FOR THE LOVE OF MIKE**—D-84m.—(CS; DC)—Richard Basehart, Danny Bravo—4725 (8-3-60)—Good program entry for family trade
FRANCIS OF ASSISI—D-111m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting religious drama
043 **FRECKLES**—D-84m.—(CS; DC)—Martin West, Carol Christenson—4754 (9-28-60)—Okay entry for the program
039 **GODDESS OF LOVE, THE**—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—(English dialogue; made in Italy)
036 **HIGH TIME**—C-103m.—(CS; DC)—Bing Crosby, Fabian, Tuesday Weld—4754 (9-28-60)—Cute comedy
038 **HIGH-POWERED RIFLE, THE**—MD-60m.—Willard Parker, Allison Hayes—4725 (8-3-60)—Program filler
IDIOT, THE—D-122m.—(C)—J. Borisova, Y. Yakovlev—4725 (8-3-60)—Interesting import—U. S. S. R. made; dubbed in English
037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
034 **LET'S MAKE LOVE**—C-118m.—(CS; DC)—Marilyn Monroe, Yves Montand, Tony Randall—4734 (8-31-60)—MM funfest headed for better money
102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
101 **MARRIAGE-GO-ROUND, THE**—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
131 **MISTY**—D-92m.—(CS; DC)—David Ladd, Pam Smith, Phantom, the horse—4834 (6-28-61)—Good entry for family trade and youngsters
104 **MILLIONAIRESS, THE**—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power

Fanny	A2	WB
Fast and Sexy	A3	Col.
Fast Set, The		For.
•Fate Of A Man		UA
Ferry to Hong Kong	A2	Fox
Fever In The Blood, A	A3	WB
Fiercest Heart, The	A2	Fox
Five Golden Hours	A3	Col.
Five Guns To Tombstone	A1	UA
Flaming Star	A1	Fox
•Flower Drum Song		U-I
Follow A Star		For.
For the Love Of Mike	A1	Fox
For Members Only		For.
•Four Horsemen Of The Apocalypse		MGM
Foxhole In Cairo	B	Par.
Frantic		For.
Freckles	A1	Fox
French Mistress, A	A3	For.
Francis of Assisi	A1	Fox
Frontier Uprising	A1	UA
•Fury Of The Barbarians		Col.

G

Gambler Wore A Gun, The	A1	UA
General Della Rovere	A2	For.
•Geronimo		UA
Gidget Goes Hawaiian	A2	Col.
G. I. Blues	B	Par.
Girl In Lovers' Lane, The		Misc.
•Girl Named Tamiko, A		Par.
Girl Of The Night	SP	WB
Go Naked In The World	B	MGM
Goddess of Love, The	B	Fox
Gold Of The Seven Saints	A2	WB
Goliath and the Dragon	A2	A-I
Gone With The Wind—RE	B	MGM
Good Girls Beware		For.
Goodbye Again	B	UA
Gorgo	A1	MGM
Grass Is Greener, The	A3	U-I
Great Imposter, The	A2	U-I
Green Helmet, The	A1	MGM
•Greengage Summer, The	A3	Col.
Green Carnation, The—See The Trials of Oscar Wilde		
Gun Fight	A1	UA
Guns Of The Navarone, The	A1	Col.

H

Hand, The	A2	A-I
Hand In Hand	A1	Col.
•Hatari		Par.
Heaven On Earth	A1	For.
Hell Is A City	A3	Col.
•Hell Is For Heroes		Par.
Hell To Eternity	B	AA
Herod, The Great	B	AA
Heroes Die Young	A3	AA
Hideous Sun Demon, The		Misc.
Hideout In The Sun		Misc.
High-Powered Rifle	A2	Fox
High Time	A1	Fox
Hippodrome		For.
Home Is The Hero	A2	For.
Homicidal	A2	Col.
Honeymoon Machine		MGM
Hoodlum Priest, The	A2	UA
Horse With The Flying Tail, The		Misc.
House Of Fright	B	A-I
Hound That Thought He Was A Racoon, The	A1	Misc
•House Of Women		WB
•How The West Was Won		MGM
•Hustler, The		Fox

I

I Aim At the Stars	A2	Col.
Idiot, The	A3	Fox
•Invasion Quartet	A1	MGM
It Happened In Broad Daylight		For
•It Happened In Athens		Fox
It Started In Naples	A3	Par

J

Jazz Boat	B	Col.
Journey To The Lost City	A2	A-I
Jungle Cat	A1	Misc.

K

Key Witness	A3	MGM
•King Of Kings, The		MGM
King Of The Roaring '20's		AA
Konga	A2	A-I

L

•Lad: A Dog		WB
Ladies' Man	A1	Par.
La Dolce Vita	SP	For.
•Lady L		MGM
•Land We Love, The		UA
•Lost Hero, The		U-I
Last Sunset, The	B	U-I
Last Time I Saw Archie, The	A2	UA
Last Woman On Earth, The		Misc.
League Of Gentlemen, The	A3	For.
Left, Right and Center	A1	For.
Legions Of The Nile	B	Fox
Let No Man Write My Epitaph	A3	Col.
Let's Make Love	B	Fox
•Light In The Piazza, The		MGM
•Lion Of Sparta		Fox
Little Angel	A1	For.
Little Shepherd of Kingdom Come, The	A1	Fox
Little Shop Of Horrors, The		Misc.
Long Rope, The	A2	Fox
Look in Any Window	B	AA
•Lost Battalion, The		A-I
Love And The Frenchwoman	B	For.
Love In A Goldfish Bowl	B	Par.
Love Specialist, The		For.
Love Game, The	C	For.
•Lover Come Back		U-I
•Loves Of Salammbo, The		Fox

M

Ma Barker's Killer Brood		Misc.
Mad Dog Coll	B	Col.
•Madison Avenue		Fox
Magdalena	C	For.
•Magic Boy, The	A1	MGM
Magnificent Seven, The	A2	UA
•Majority Of One, A		WB
Make Mine Mink	A3	For.
Man In The Moon		For.
Marie Octobre	A2	For.
Marriage-Go-Round	B	Fox
•Marines Lets Go		Fox
•Mask, The		WB
Master of the World	A1	A-I
Matter Of Morals, A	B	UA
Mein Kampf	A2	Col.
•Merrill's Maurauders		WB
Midnight Lace	A2	U-I
Mighty Crusaders, The	A1	For.
Millionairess, The	B	Fox
Minotaur, The	B	UA
Misfits, The	B	UA
Misty	A1	Fox
Modigliani Of Montparnasse		For.
Monster Of The Piedras Blancas, The		Misc.
Morals Squad		Misc.
Morgan The Pirate	B	MGM
•Most Dangerous Man Alive, The	B	Col.
•Mother Ought To Marry		Fox
•Music Man, The		W
•Murder, She Said		MGM
•Mutiny On The Bounty		MGM
•My Geisha		Par.
•Mysterious Island		Col.

N

Naked Edge, The	A2	UA
Naked Jungle, The—RE	A2	Par.
Natchez Trace		Misc.
Never On Sunday	C	For.
Next To No Time		For.
Nightfighters, The	A2	UA
Nikki, Wild Dog Of The North	A1	Misc.
Nights Of Lucretia Borgia, The	B	Col.
No Morals		For.
North To Alaska	A3	Fox

O

Ocean's Eleven	A3	WB
Okefenokee		Misc.
•Oldest Confession, The		AU
Ole Rex	A1	U-I
On The Double	A1	Par.
On The Waterfront—RE	A2	Col.

051 **NORTH TO ALASKA**—C-122m.—(CS; DC)—John Wayne, Capucine, Fabian—4766 (11-9-60)—Comedy has angles
029 **ONE FOOT IN HELL**—W-90m.—(CS; DC)—Alan Ladd, Dolores Michaels—4729 (8-17-60)—Good western
126 **RETURN TO PEYTON PLACE**—D-122m.—(CS; DC)—Carol Lynley, Jeff Chandler, Eleanor Parker—4814 (5-3-61)—Sequel should prove popular
127 **RIGHT APPROACH, THE**—CD-92m.—(CS)—Frankie Vaughan, Martha Hyer—4814 (5-3-61)—Modern youth opus misses
115 **SANCTUARY**—D-90m.—(CS)—Lee Remick, Yves Montand—4794 (2-22-61)—Off-beat look at life and love in the south
047 **SECRET OF THE PURPLE REEF, THE**—MD-80m.—(CS; DC)—Jeff Richards, Margia Dean—4762 (10-26-60)—Average programmer
044 **SQUAD CAR**—MD-61m.—Vici Raaf, Paul Bryar—4787 (1-25-61)—For the lower half
025 **SEPTEMBER STORM**—MD-99m.—(Stereovision; CS; DC)—Joanne Dru, Mark Stevens—4758 (10-12-60)—Entertaining entry in 3-D process
116 **SNIPER'S RIDGE**—MD-61m.—(CS)—Jack Ging, Stanley Clements—4790 (2-8-61)—Fair war programmer
130 **SNOW WHITE AND THE THREE STOOGES**—C-107m.—(CS; DC)—Carol Heiss, 3 Stooges—4825 (5-31-61)—Attractive entry for families and children in particular
050 **TESS OF THE STORM COUNTRY**—D-84m.—(CS; DC)—Diane Baker, Jack Ging—4790 (2-8-61)—Interesting version of classic
117 **TRAPP FAMILY, THE**—D-106m.—(DC)—Ruth Leuwerik, Hans Holt—4797 (3-8-61)—Family yarn good for the program—German made; dubbed in English
027 **TRAPPED IN TANGIERS**—MD-74m.—(CS)—Edmund Purdom, Genevieve Page—4726 (8-3-60)—Lower half filler—Italian-made dubbed in English
032 **39 STEPS, THE**—MD-95m.—(DC)—Kenneth More, Taina Elg—4726 (8-3-60)—Chase meller for the program—England
UPSTAIRS AND DOWNSTAIRS—C-100m.—(DC)—Mylene Demongeot, Michael Craig—4777 (12-21-60)—Cute comedy—English
133 **VOYAGE TO THE BOTTOM OF THE SEA**—MD-107m.—(CS; DC)—Walter Pidgeon, Joan Fontaine—4834 (6-28-61)—Moder day science fiction should do okay
042 **WALK TALL**—W-60m.—(CS; DC)—Willard Parker, Joyce Meadows—4762 (10-26-60)—Lower half filler
129 **WILD IN THE COUNTRY**—D-114m.—(CS; DC)—Elvis Presley, Hope Lange—4830 (6-14-61)—Well-made dramatic story has rowley for draw
054 **WIZARD OF BAGHDAD, THE**—C-93m.—(CS; DC)—Dich Shawn, Diane Baker—4777 (12-21-60)—Amusing programmer
033 **YOUNG JESSE JAMES**—W-73m.—(CS)—Ray Stricklyn, Merry Anders—4730 (8-17-60)—Lower half western

COMING FEATURES IN ORDER OF RELEASE

Aug. **BIG GAMBLE, THE**—(CS; DC)—Stephen Boyd, Juliette Greco

COMING

CLEOPATRA—(Todd-AO; C)—Elizabeth Taylor, Stephen Boyd—England
DOUBLE TROUBLE—(CS; DC)—Tommy Noonan, Pete Marshall
HUSTLER, THE—Paul Newman, Jackie Gleason, Piper Laurie
IT HAPPENED IN ATHENS—(CS; C)—Jayne Mansfield, Nico Minardos
LION OF SPARTA—(CS; C)—Richard Egan, Diane Baker
LOVES OF SALAMMBO, THE—(DC)—Jeanne Valerie, Jacques Sernas
MADISON AVENUE—(CS)—Dana Andrews, Eleanor Parker
MARINES LETS GO—Tom Tyron, Linda Hutchins
MOTHER OUGHT TO MARRY—Debbie Reynolds, Andy Griffith
QUEEN'S GUARD, THE—(CS)—Raymond Massey, Robert Stevens—England
SILENT CALL, THE—Roger Mobley, Pete, The Dog.
20,000 **EYES**—Gene Nelson, Merry Anders, James Brown

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

ALAMO, THE—D-161m.—(Todd-AO; TC)—John Wayne, Linda Cristal—4762 (10-26-60)—High rating, powerful historical dram—Bstjac
AND QUIET FLOWS THE DON—D-107m.—(C)—Ellina Bystritskaya, Pyotr Glebov—4722 (7-20-60)—Cultural exchange film, adequate entry for art and specialty houses—Russian made—English titles
BY LOVE POSSESSED—D-115m.—(DC)—Lana Turner, Efrem Zimbalist, Jr.—4820 (6-14-61)—High rating drama has marquee power—Mirisch
DOCTOR BLOOD'S COFFIN—D-92m.—(C)—Kiernon Moore, Hazel Court—4834 (6-28-61)—Horror drama for program—English—Caralan
EXODUS—MD-213m—(Super Panavision 70; TC)—Paul Newman, Eva Marie Saint—4778 (12-21-60)—High rating—Preminger
FACTS OF LIFE, THE—C-103m.—Bob Hope, Lucille Ball—4771 (11-23-60)—Bright, adult comedy has potent name power—H-L-P
FIVE GUNS TO TOMBSTONE—W-71m.—James Brown, Della Sherman—4790 (2-8-61)—Average western—Zenith
FRONTIER UPRISING—W-68m.—James Davis, Nancy Hadley—4790(2-8-61)—Cowboys, Indians, Mexicans and the U.S. Cavalry ride again—Zenith
GAMBLER WORE A GUN, THE—W-66m.—James Davis, Merry Anders—4810 (4-19-61)—Average western for action spots—Zenith
GOODBYE AGAIN—D-120m.—Ingrid Bergman, Yves Montand, Anthony Perkins—4838 (7-12-61)—Romance has lots to offer—Argus
GUN FIGHT—W-68m.—James Brown, Joan Staley—4834 (6-28-61)—Lower half filler—Zenith
HOODLUM PRIEST, THE—D-101m.—Don Murray, Larry Gates—4794 (2-22-61)—High rating drama—Murray-Wood
LAST TIME I SAW ARCHIE, THE—C-98m.—Robert Mitchum, Martha Hyer—4827 (5-31-61)—Humorous and entertaining tale of G. I's in training—Mark VII, Ltd.
MAGNIFICENT SEVEN, THE—D-126m.—(Panavision; DC)—Yul Brynner, Eli Wallach—4758 (10-12-60)—Quality action entry—Mirisch
MATTER OF MORALS, A—D-90j.—Maj-Britt Nilsson, Patrick O'Neal—4831 (6-14-61)—Interesting drama—Filmed in Sweden
MINOTAUR, THE—MD-92m.—(TC; Totalscope)—Bob Mathias, Rosanna Schiaffino—4814 (5-3-61)—Another Italian spectacle for the program—Italian-made; English dialogue
MISFITS, THE—D-124m.—Clark Gable, Marilyn Monroe—4790 (2-8-61)—Unusual, absorbing and adult entry—Seven Arts
NAKED EDGE, THE—D-99m.—Gary Cooper, Deborah Kerr—4838 (7-12-61)—Has interest and angles—Pennebaker-Baroda—English
6025 **NIGHT FIGHTERS, THE**—MD-88m.—Robert Mitchum, Anne Heywood—4750 (9-14-60)—Irish revolt programmer—Made in Ireland—D.R.M.-Strose
OPERATION BOTTLENECK—MD-78m.—Ron Foster, Miiko Taka—4794 (2-22-61)—Lower half war meller—Zenith
POLICE DOG STORY, THE—MD-61m.—James Brown, Merry Anders—4791 (2-8-61)—Family-type meller for duallers—Zenith
REVOLT OF THE SLAVES, THE—D-99m.—(TotalScope; EC)—Rhonda Fleming, Lang Jeffries—4831 (6-14-61)—Lots of action in another Italian-made spectacle—Italian-made; dubbed in English—Moffa
SNAKE WOMAN, THE—D-68m.—John McCarthy, Susan Travers—4819 (5-17-61)—Horror item for lower half—English made
6019 **STUDS LONIGAN**—D-95m.—Christopher Knight, Venetia Stevenson—4726 (8-3-60)—Book notoriety should help sell Interesting film—Longridge
6024 **WALKING TARGET, THE**—MD-74m.—Joan Evans, Ronald Foster—4730 (8-17-60)—Fair lower hair entry—Zenith
WHEN THE CLOCK STRIKES—D-72m.—James Brown, Merry Anders—4835 (6-28-61)—Lower half filler
YOUNG SAVAGES, THE—D-100m.—Burt Lancaster, Dina Merrill, Shelly Winters—4814 (5-3-61)—Serious, fascinating probe of juvenile delinquency—Contemporary

COMING FEATURES IN ORDER OF RELEASE

July **THE CAT BURGLAR**—Jack Hogan, June Kenney

COMING

BOY WHO FOUND $100,000—Wanda Hendrix, Don Beddoe, Roger Mobley—Harvard
FATE OF A MAN—Sergei Bondarchuk—Mosfilm (U. S. A.-U. S. S. R. Cultural Agreement Film)
GERONIMO—(TC)—Chuck Connors
LAND WE LOVE, THE—(C; Panavision)—James Mason, Kate Manx, Neville Brand—Daystar
OLDEST CONFESSION, THE—Rex Harrison, Rita Hayworth
PARIS BLUES—Paul Newman, Joanne Woodward—Pennebaker
POCKETFUL OF MIRACLES—Glenn Ford, Bette Davis, Hope Lange—Capra
SOLDIERS 3—(TC; Panavision)—Frank Sinatra, Ruta Lee, Dean Martin—Essex
SOMETHING WILD—Carroll Baker, Ralph Meeker—Prometheus
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
THREE ON A SPREE—Jack Watling, Carole Lesley—Caralan
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
WEST SIDE STORY—(Panavision 70; EC)—Natalie Wood, Richard Beymer—Mirisch

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6021 **BETWEEN TIME AND ETERNITY**—D-84m.—(C)—Lilli Palmer, Carlos Thompson—4730 (8-17-60)—Drama has most attraction for women—Filmed abroad; dubbed in English
6120 **BLAST OF SILENCE**—MD-77m.—Allen Boren, Molly McCarthy—4810 (4-19-61)—Better program entry
6018 **COLLEGE CONFIDENTIAL**—D-90m.—Steve Allen, Jayne Meadows, Mamie Van Doren—4734 (8-31-60)—For the lower half
6121 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4835 (6-28-61)—Highly enjoyable comedy
6115 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English
6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
6104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
6101 **MIDNIGHT LACE**—D-108m—(EC)—Doris Day, Rex Harrison—4763 (10-26-60)—Lush, name-filled suspense drama looks like box-office winner
6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
6112 **POSSE FROM HELL**—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
PRIVATE LIVES OF ADAM AND EVE, THE—C-87m.—(Part color)—Mickey Rooney, Mamie VanDoren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
6106 **ROMANOFF AND JULIET**—C-103m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
6109 **SECRET WAYS, THE**—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
6020 **SEVEN WAYS FROM SUNDOWN**—W-86m.—(EC)—Audie Murphy, Venetia Stevenson—4758 (10-12-60)—Very good western
6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andre Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English
6017 **S. O. S PACIFIC**—D-92m.—Eddie Constantine, Pier Angeli—4722 (7-20-60)—Suspenseful entry good for program—English
6070 **SPARTACUS**—D-189m.—(Super Technirama 70; TC)—Kirk Douglas, Laurence Olivier, Jean Simmons—4759 (10-12-60)—High-rating epic ranks with the best
6119 **TAMMY TELL ME TRUE**—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
6110 **TOMBOY AND THE CHAMP**—D-92m. (EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
6118 **TROUBLE IN THE SKY**—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

6105 **SHAKEDOWN, THE**—Terence Morgan, Hazel Court—England

COMING

BACK STREET—(C)—Susan Hayward, John Gavin, Vera Miles
CAPE FEAR—Gregory Peck, Polly Bergen
FLOWER DRUM SONG—(C)—Nancy Kwan, James Shigeta
LAST HERO—(Panavision)—Kirk Douglas, Gena Rowlands
LOVER COME BACK—(C)—Rock Hudson, Doris Day, Tony Randall
OUTSIDER, THE—Tony Curtis, Miriam Colon
SPIRAL ROAD, THE—(C)—Rock Hudson, Burl Ives, Gena Rowlands
TOUCH OF MINK—(C; Panavision)—Cary Grant, Doris Day

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

014 **BIMBO THE GREAT**—MD-93m.—(EC; CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
001 **CROWDED SKY, THE**—D-105m.—(TC)—Dana Andrews, Rhonda Fleming—4734 (8-31-60)—Yarn of men and planes has angle
005 **DARK AT THE TOP OF THE STAIRS, THE**—D-123m.—(TC)—Robert Preston, Dorothy McGuire—4754 (9-28-60)—Well-made interesting adult entry
013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-94m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
016 **FANNY**—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
008 **FEVER IN THE BLOOD, A**—D-117m.—Efrem Zimbalist, Jr., Angie Dickinson—4787 (1-25-61)—Interesting dramatic fare on world of politics
004 **GIRL OF THE NIGHT**—D-99m.—Anne Francis, Lloyd Nolan—4759 (10-12-60)—Exploitable clinical study of a prostitute—for adults only
009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry
921 **OCEAN'S ELEVEN**—CMD-127m.—(Panavision; TC)—Frank Sinatra, Dean Martin, Angie Dickinson—4730 (8-17-60)—Highly entertaining entry is sure boxoffice
015 **PARRISH**—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
011 **PORTRAIT OF A MOBSTER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charite Luna—4820 (5-17-61)—Good programmer
007 **SUNDOWNERS, THE**—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
002 **SUNRISE AT CAMPOBELLO**—BIO D-143m.—(TC)—Ralph Bellamy, Greer Garson—4754 (9-28-60)—Quality picturization of hit stage play
010 **WHITE WARRIOR, THE**—MD-86m.—(TC; DYALI-SCOPE)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English

COMING

Sept. **WORLD BY NIGHT**—(TC)—

COMING FEATURES IN ORDER OF RELEASE

CLAUDELLE INGLISH—Diane McBain, Arthur Kennedy
SPLENDOR IN THE GRASS—(TC)—Natalie Wood, Warren Beatty
COUCH, THE—Grant Williams, Shirley Knight
HOUSE OF WOMEN—Shirley Knight, Andrew Duggan
SAMAR—(TC)—George Montgomery, Zira Rodann
LAD: A DOG—(TC)—Peggy McCay, Peter Breck
MAJORITY OF ONE, A—(TC)—Rosalind Russell, Alec Guinness
MASK, THE—(Depth-Dimension)—Paul Stevens, Claudette Nevins
MERRILL'S MARAUDERS—(TC)—Jeff Chandler, Ty Hardin
ROMAN SPRING OF MRS. STONE, THE—(C)—Vivien Leigh, Warren Beatty
SINGER NOT THE SONG—(CS; C)—Dick Bogarde, John Mills, Mylene Demongeot—England
SUSAN SLADE—(TC)—Troy Donahue, Connie Stevens, Dorothy McGuire
MUSIC MAN, THE—(TC)—Robert Preston, Shirley Jones

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

ABSENT MINDED PROFESSOR, THE—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one—Buena Vista
ATLAS—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-17-61)—Spectacle programmer for action spots—Filmgroup
CAREER GIRL—NOV-61m.—(C)—June Wilkinson—4727 (8-3-60)—Filler for exploitation spots—Astor
CAREER GIRLS ON A NAKED HOLIDAY—NOV.-65m.—Zelda Suppiee—4798 (3-8-61)—Another nudist colony exposition—Brenner
CODE OF SILENCE—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half meller Sterling World Dist.
COLD WIND IN AUGUST, A—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aldart
CROWNING EXPERIENCE, THE—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral Re-Arament
DEAD ONE, THE—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras
DEADLY COMPANIONS, THE—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—(6-14-61)—Engrossini western hits the mark—Pathe-America
ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made in Denmark—Budd Rogers
GIRL IN LOVERS' LANE, THE—MD-78m.—Brett Halsey, Joyce Meadows—4727 (8-3-60)—Meller for the duallers—Filmgroup
GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay meller for duallers—Made in Brazil—Astor
HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
HIDEOUT IN THE SUN—NOV-72m.—(EC)—No credits available—4735 (8-31-60)—Fair nudist novelty—Astor
HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers—Buena Vista
HOUND THAT THOUGHT HE WAS A RACOON, THE—NOV-46m.—(TC)—Walt Disney—Live Action Featurette—4735 (8-31-60)—Excellent novelty nature subject—Buena Vista

One-Eyed Jacks	A3	Par.
One Foot in Hell	A3	Fox
One Hundred And One Dalmatians	A1	Misc.
Operation Bottleneck	A2	UA
•Operation Camel		A-I
Operation Eichmann	A3	AA
Oscar Wilde	C	For.
Ostrich Has Two Eggs, The		For.
•Outsider, The		U-I

P

Parent Trap, The	A1	Misc.
•Paris Blues		UA
Parrish	B	WB
Passport To China	A1	Col.
Payoff With Love		For.
Pepe	A1	Col.
Pharaoh's Woman	B	U-I
Picnic—RE		Col.
Picnic On The Grass		For.
•Pit And The Pendulum, The		A-I
•Play It Cool		Col.
Please Turn Over	A3	Col.
Pleasure of His Company, The	A2	Par.
•Plunderers, The	A3	AA
Pocketful Of Miracles		UA
Police Dog Story	A1	UA
Portrait Of A Mobster	B	WB
Posse From Hell	A2	U-I
Prime Time, The	B	Misc.
Private Lives of Adam and Eve, The	B	U-I
•Professionals, The		AI

Q

•Queen's Guard, The		Fox

R

Raisin in The Sun, A	A2	Col.
Raymie	A1	AA
•Reptilicus		A-I
Rest Is Silence, The		For.
Return To Peyton Place	A3	Fox
Revolt of the Slaves	B	UA
Right Approach, The	B	Fox
Ring Of Fire	A3	MGM
Ritual Of Love		For.
Rocco And His Brothers		For.
Rocket Attack, U. S. A.		Misc.
•Roman Spring Of Mrs. Stone, The		WB
Romanoff and Juliet	A1	U-I
Royal Ballet, The		For.
Rue De Paris	A3	For.

S

•St. George And The 7 Curses		UA
•Samar		WB
Sanctuary	B	Fox
Santa Claus	A1	For.
Saturday Night And Sunday Morning	C	For.
Savage Innocents	A3	Par.
School for Scoundrels	A2	For.
•Scream Of Fear		Col.
•Secret Of Monte Cristo, The		MGM
Secret of the Purple Reef	A2	Fox
•Sergeant Was A Lady		U-I
Secret Partner, The	A2	MGM
Secret Ways, The	A2	U-I
September Storm	B	Fox
Serengeti Shall Not Die	A1	AA
Seven Ways From Sundown	A2	U-I
Sex Kittens Go To College	B	AA
Sexpot		For.
Shadow Of The Cat	A2	U-I
Shadows		Misc
•Shakedown, The	B	U-I
She Walks By Night		For.
She Was Like A Wild Chrysanthemum		For.
•Silent Call, The		Fox
Sin and Desire		For.
Sin of Rachel Cade, The	A3	WB
•Singer Not The Song, The		WB
Snake Woman	A1	UA
Sniper's Ridge	A2	Fox
Snow White And The 3 Stooges	A1	Fox
•Soldiers 3		UA
Solid Gold Cadillac, The—RE	A2	Col.
•Something Wild		UA
Song of Sister Maria, The	A1	For.
S. O. S. Pacific	A2	U-I
Spartacus	A3	U-I
Spessart Inn, The		For.
•Spiral Road, The		U-I
•Splendor In The Grass		WB
•Spider's Web, The		UA
Squad Car	B	Fox
Steel Claw, The	A2	WB
•Stop Me Before I Kill	A3	Col.
Studs Lonigan	B	UA
•Summer and Smoke		Par.
Sundowners, The	A2	WB
Sun Lovers Holiday		Mis.
Sunrise at Campobello	A2	WB
Surprise Package	B	Col.
•Susan Slade		WB
Swiss Family Robinson	A1	Misc.
Sword of Sherwood Forest	A1	Col.
•Swordsman Of Sienna		MGM

T

Tammy Tells Me True	A1	U-I
•Tartars, The		MGM
Teacher And The Miracle, The	A1	For.
Ten Who Dared	A1	Misc.
Terror Of The Tongs	B	Col.
Tess of the Storm Country	A2	Fox
They Were Ten		For.
Thief Of Baghdad, The		MGM
39 Steps	A1	Fox
Three Blondes In His Life		Misc.
•Three On A Spree	A3	UA
•3 Stooges Meet Hercules, The		Col.
Three Worlds Of Gulliver	A1	Col.
Thunder In Carolina	B	Misc.
•Thunder Of Drums, A		MGM
•Time Bomb	A2	AA
Time Machine, The	A2	MGM
Tomboy And The Champ	A1	U-I
•Too Late Blues		Par.
Tormented, The	A2	AA
•Touch Of Mink		U-I
Trapp Family, The	A1	Fox
Trapped In Tangiers	A2	Fox
Trials Of Oscar Wilde, The (Green Carnation, The)	C	For.
Trouble in the Sky	A1	U-I
Tunes Of Glory	A3	For.
•Twenty Plus Two		AA
•20,000 Eyes	B	Fox
Twinkle And Shine (It Happened To Jane)—RE		Col.
Two Loves	B	MGM
Two Rode Together	A2	Col.
Two Way Stretch	A2	For.
Two Women	A3	For.

U

Under Ten Flags	A1	Par.
•Underwater City, The		Col.
Underworld, U. S. A.	B	Col.
Unfaithfuls, The	A3	AA
Upstairs and Downstairs	A3	Fox

V

•Valiant, The		UA
•Very Private Love, A		MGM
Village Of The Damned, The	A2	MGM
Violent Summer, The		For.
Virgin Spring, The	A3	For.
Voyage To The Bottom Of The Sea	A1	Fox

W

Wackiest Ship In The Army, The	A1	Col.
Walk Tall	A1	Fox
Walking Target	A2	UA
Warrior Empress, The	B	Col.
Watch Your Stern	A1	For.
Weddings and Babies		Misc.
•West Side Story		UA
When The Clock Strikes	A1	UA
Where The Boys Are	B	MGM
Where The Hot Wind Blows	B	MGM
White Warrior, The	A2	WB
Why Must I Die?	A3	A-I
Wild In The Country	B	Fox
Wild One, The—RE	B	Col.
Wild Ride, The		Misc.
•Wild Youth		Misc.
Wings Of Chance	A1	U-I
Wizard of Baghdad, The	A1	Fox
Wonders Of Aladdin, The		MGM
•World By Night	B	WB
World Of Suzie Wong, The	B	Par.

Y

Young Have No Time, The	A3	For.
Young Jesse James	B	Fox
Young Love		For.
Young One, The	A3	Misc
Young Savages, The	A2	UA

JUNGLE CAT—NOV-70m.—(TC)—Walt Disney True Life Adventure—4735 (8-31-60)—Excellent nature study—Buena Vista
LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for duallers.—Filmgroup
LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitale gangster meller—Filmservice Dist.
MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer—Filmservice Dist. Corp.
MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
NATCHEZ TRACE—MD-80m—Zachary Scott, Marcia Henderson—4764 (10-26-60)—Okay historical action meller—Panorama
NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—(6-14-61)—Good action yarn for the program—Buena Vista
OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps program meller—Filmservice Dist. Corp
ONE HUNDRED AND ONE DALMATIONS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)—Buena Vista
PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all—Buena Vista
PRIME TIME, THE—MD-76m.—JoAnn LeCompte, James Brooks—4760 (10-12-60)—Amateurish 'teen-age meller for lower half—Mid Continent
ROCKET ATTACK, U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuiti—4776 (12-7-60)—Another nudist colony novelty—Made in Brazil—English commentary—Astor
SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade—Buena Vista
TEN WHO DARED—MD-92m.—(TC)—Brian Keith, John Beal—4756 (9-28-60)—Good adventure yarn—Buena Vista
THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema Associates
THUNDER IN CAROLINA—D-92m.—(C)—Rory Calhoun, Connie Hines—4723 (7-20-60)—Okay programmer—Howco
WEDDINGS AND BABIES—D-81m.—Viveca Lindfors, John Myhers—4768 (11-9-60)—For art houses—Morris Engel
WILD RIDE, THE—MD-63m.—Jack Nicholson, Georgianna Carter—4727 (8-3-60)—Teen-age meller for duallers—Filmgroup
WILD YOUTH—MD-70m.—Robert Hutton, Carol Ohmart—4760 (10-12-60)—For the lower half—Cinema Associates
YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ARGENTINE

END OF INNOCENCE—D-76m.—Elsa Daniel, Lautare Mura—4756 (9-28-60)—Okay for art and specialty spots—Titles—Kingsley Int.

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—Valiant
CARRY ON, NURSE—C-88m.—Kenneth Connor, Hattie Jacques—4726 (8-3-60)—Plenty of laughs for art houses and some conventional spots—Governor
ENTERTAINER, THE—D-97m.—Sir Laurence Olivier, Brenda de Banzie—4759 (10-12-60)—Off-beat, interesting entry for art and specialty spots—Continental
FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
FOR MEMBERS ONLY—NOV-87m.—(TC)—Brian Cobby, Shelley Martin—4759 (10-12-60)—Sexploitation nudist film for fast buck spots—Union
FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing Import—Films Around The World
GREEN CARNATION, THE—See the Trials of Oscar Wilde
LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
MAN IN THE MOON—C-98m.—Kenneth More, Shirley Ann Field—4839 (7-12-61)—Cute English comedy—Trans-Lux
NEXT TO NO TIME—CD-93m.—(EC)—Kenneth More, Betsy Drake—4731 (8-17-60)—Moderately entertaining import—Show Corp. of America
OSCAR WILDE—D-96m.—Robert Morley, Phyllis Calvert—4723 (7-20-60)—For the art and specialty spots—Films Around the World
ROYAL BALLET, THE—BALLET-131m.—(EC)—Margot Fonteyn, Michael Somes—4760 (10-12-60)—Exquisite ballet film for art spots—Lopert
SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly Interesting import—Continental
SCHOOL FOR SCOUNDRELS—C-94m.—Ian Carmichael, Janette Scott—4731 (8-17-60)—Highly amusing Import—Continental
TRIALS OF OSCAR WILDE, THE (GREEN CARNATION, THE)—D-128m.—(Technirama; TC)—Peter Finch, Yvonne Mitchell—4723 (7-20-60)—For the art and specialty spots—Warwick
TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalone, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed in English—Film Representations

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior—
BIG CHIEF, THE—C-98m.—Fernandel, Gino Cervi—4723 (7-20-60)—Cute comedy—Titles—Continental
BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English Titles—Kingsley—Int.
COW AND I, THE—C-98m.—Fernandel, Rene Havard—4839 (7-12-61)—Good humorous import—English titles—Zenith-Int.
DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed in English—Films Around The World
FRANTIC—D-90m.—Jeanne Moreau, Maurice Ronet—4839 (7-12-61)—Interesting psychological import—English titles—Times
GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed in English—Fanfare
LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots—Titles and narration—Kingsley-Int.
LOVE GAME, THE—D-88m.—Jean-Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
MARIE OCTOBRE—D-98m.—Danielle Darrieux, Bernard Blier—4763 (10-26-60)—Compelling import for art spots—English titles—Lopert
MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
NO MORALS—MD-77m.—(Colorscopic)—Jeanne Moreau, Robert Dalban—4735 (8-31-60)—Exploitable Import for art and specialty spots—Titles—Mishkin
OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art, specialty spots—English titles—Janus
PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
RITUAL OF LOVE—DIC-73m.—(EC)—4756 (9-28-60)—Exploitable anthropological subject for artspots—English narration—Pacemaker
RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
SEXPOT—MD-93m.—Magali Noel, Philippe Lemaire—4735 (8-31-60)—Strictly for art, specialty houses—Titles—Mishkin
SIN AND DESIRE—D-77m.—Francoise Arnoul, Andre LeGall—4763 (10-26-60)—Import not of art house calibre—Dubbed in English—Atlantis

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elisabeth Mueller—4766 (11-9-60)—Well-made, suspenseful Import—English titles—President
HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed in English—Continental

IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
REST IS SILENCE, THE—D-106m.—Hardy Kruger, Ingrid Andree—4752 (9-14-60)—Interesting art house entry—Titles—Films Around The World
SHE WALKS BY NIGHT—D-85m.—Belinda Lee—4731 (8-17-60)—Adult fare for specialty spots—Dubbed in English—Woolner
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

GREEK

NEVER ON SUNDAY—C-91m.—Melina Mercouri, Jules Dassin—4763 (10-26-60)—Delightful comedy is art house winner and could surprise elsewhere—English dialogue—Lopert

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teomi—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnnson—4806 (4-5-61)—Fair tale of miscegination and mystery—Dubbed in English—Atlantis
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
HEAVEN ON EARTH—D-84m.—(EC)—Barbara Florian, Charles Fawcett—4763 (10-26-60)—Interesting tour of Rome with romantic dressing—Dubbed in English—JB Film Dist.
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
LOVE SPECIALIST, THE—C-104m.—(TE; TC)—Diana Dors, Vittorio Gassman—4756 (9-28-60)—Light weight import can be sold in some spots on name values—Dubbed in English—Madison
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
ROCCO AND HIS BROTHERS—D-175m.—Alain Delon, Katina Paxinou, Claudia Cardinale—4839 (7-12-61)—Adult art house audiences will best appreciate fine import—English titles—Astor
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevola—4807 (4-5-61)—Heart-touching import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

JAPANESE

CARMEN COMES HOME—CD-87m.—Hideko Takamine, Toshiko Kobayashi—4730 (8-17-60)—Cute entry for art spots—English titles—Brandon
PAYOFF WITH LOVE—CD-104m.—(Grandscope; EC)—Keiji Sada, Mariko Okada—4723 (7-20-60)—Cute, unusual and scenic import—English titles—Alan
SHE WAS LIKE A WILD CHRYSANTHEMUM—D-100m.—Chishu Ryu, Noriko Arita—4727 (8-3-60)—Fair import—English titles—Brandon

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray
SANTA CLAUS—FAN-94m.—(EC)—Joseph Elias Moreno—4760 (10-12-60)—For the kiddies—Dubbed in English—K. Gordon Murray

SPANISH

SONG OF SISTER MARIA, THE—D-81m.—Dominque Blanchar—4727 (8-3-60)—Mild religious entry—Dubbed in English—Citation

SWEDISH

DREAMS—D-86m.—Harriet Andersson, Gunnar Bjornstrand—4726 (8-3-60)—Satisfactory import has Bergman name—Titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Birgitta Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimir Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Union

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FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1959-'60 and 1960-'61 SEASONS

(This is a listing of all production numbers and release dates. as made available by the companies on 1959-'60 and 1960-'61, product, accurate to time of publication—Ed.)

Allied Artists

6003 Sex Kittens Go To College....Aug.
6007 Hell to Eternity....Sept.
6009 Caltiki, The Immortal Monster....Sept.
6010 The Tormented....Sept.
6012 Bloody Brood....Oct.
6013 Serengeti Shall Not Die....Oct.
6101 Look In Any Window....Jan.
6008 The Plunderers....Nov.
6014 Heroes Die Young....Nov.
6015 The Unfaithfuls....Nov.
6016 Herod The Great....Dec.
6101 Look In Any Window....Jan.
6102 Dondi....Mar.
6103 Operation Eichmann....Mar.
6104 Time Bomb....April
6105 Angel Baby....May
6106 David and Goliath....June
6107 King Of The Roaring 20's....June
6108 Brainwashed....July
6109 Armored Command....July
6110 Twenty Plus Two....Aug.

American-International

505 Beyond the Time Barrier....Aug
506 Amazing Transparent Man....Aug
507 Portrait Of A Sinner....Jan
508 Journey to the Lost City....Oct.
509 Goliath and the Dragon....Dec.
601 The Hand....Mar.
602 Black Sunday....Feb.
603 Konga....Mar.
604 Jekyll's Inferno....May
605 Operation Camel....May
606 Beware of Children....April
Master of the World....June
Reptilicus....July
The Professionals....July

Columbia

470 Swan Lake....Dec.
504 Nights of Lucretia Borgia....Aug.
505 The Enemy General....Sept.
506 All The Young Men....Sept.
507 Fast and Sexy....Sept.
508 As The Sea Rages....Sept.
509 The Wild One—RE....Oct.
510 On The Waterfront—RE....Oct.
511 Song Without End....July
512 I Aim At The Stars....Oct.
513 Let No Man Write My Epitaph....Oct.
514 Surprise Package....Nov.
515 I'm All Right, Jack....Oct.
516 Hell Is A City....Nov.
517 The 3 Worlds Of Gulliver....Dec.
518 Please Turn Over....Dec.
519 Jazz Boat....Dec.
The Wackiest Ship In The Army....Jan.
520 Pepe....Mar.
522 Sword Of Sherwood Forest....Jan.
523 Hand In Hand....Feb.
524 The Warrior Empress....May
525 Underworld U. S. A....Mar.
527 Passport to China....Feb.
529 Cry For Happy....Mar.
530 The Terror of the Tongs....Mar.
Born Yesterday—RE....Mar.
The Solid Gold Cadillac—RE....Mar.
533 A Raisin In The Sun....April
535 Stop Me Before I Kill....May
Picnic—RE....April
The Treatment....April
534 Mad Dog Coll....May
Mein Kampf....May
539 Five Golden Hours....June
540 Homicidal....June
541 Most Dangerous Man Alive, The....June
601 Gidget Goes Hawaiian....June
602 Two Rode Together....July
Mysterious Island....Aug.
603 The Guns Of Navarone....July
Greengage Summor, The....Sept.
Devil At Four O'Clock....Sept.

MGM

Don Quixote—USSR....May
20 All the Fine Young Cannibals....Aug.
101 The Angel Wore Red....Sept.
102 The Subterraneans....Sept.
103 The Key Witness....Oct.
104 Where The Hot Wind Blows....Oct
105 Gorgo....Jan.
106 Butterfield 8....Nov.
107 Magic Boy....
108 Cimarron....Dec.
109 The Village Of The Damned....Jan.
110 Where The Boys Are....Dec.
111 Go Naked In The World....Feb
112 Colossus of Rhodes....
113 Atlantis, The Lost Continent....May
114 Gone With The Wind—RE....
115 The Secret Partner....Mar.
116 The Green Helmet....April
117 Two Loves....May
118 Bridge To The Sun....Aug.
119 Ring of Fire....June
120 Morgan The Pirate....July
121 The Secret Of Monte Cristo....June
122 Honeymoon Machine....July
123 The Thief Of Baghdad....Aug.
124 Ada....Aug.

Paramount

5926 Psycho....Aug.
5927 It Started In Naples....Sept.
6001 The Boy Who Stole A Million....Sept
6002 Under 10 Flags....Sept.
6004 The Savage Innocents....Feb
6005 G. I. Blues....Nov.
6006 A Breath Of Scandal....Oct.
6007 Cinder Fella....Dec.
6008 The World Of Suzie Wong....Feb.
6009 Blueprint For Robbery....Jan.
R6011 Elephant Walk—RE....Jan.
R6012 The Naked Jungle—RE....Jan.
6010 All In A Night's Work....April
6013 Foxhole In Cairo....April
6014 One-Eyed Jacks....May
6015 Ladies' Man....June
6016 On the Double....July
6017 Pleasure Of His Company....Aug
6018 Love In A Goldfish Bowl....Aug.

20th-Fox

023 South Pacific....
The Idiot—USSR....Aug
025 September Storm....Oct.
029 One Foot In Hell....Aug.
030 For the Love of Mike....Aug.
032 The 39 Steps....Aug.
033 Young Jesse James....Aug.
034 Let's Make Love....Sept.
035 Sons and Lovers....Aug.
Aphrodite....Sept.
036 High Time....Oct.
037 Legions Of The Nile....Dec.
039 Goddess Of Love....Nov
040 Captains Table, The....Oct.
042 Walk Tall....Oct.
043 Freckles....Sept.
044 Squad Car....Sept.
046 Desire In The Dust....Oct.
047 Secret of the Purple Reef....Oct
050 Tess Of The Storm Country....Feb.
051 North To Alaska....Nov.
053 Desert Attack....Nov.
054 The Wizard of Baghdad....Dec.
056 Flaming Star....Jan.
057 Esther And The King....Nov.
101 Marriage-Go-Round....Jan.
102 The Little Shepherd Of Kingdom Come....Jan.
The Queen's Guards....Feb.
104 The Millionairess....Jan.
105 The Canadians....

110 Ferry To Hong Kong....
111 Circle of Deception....Mar
112 All Hands On Deck....Mar.
113 The Long Rope....Feb.
114 Days Of Thrills And Laughter....Mar.
115 Sanctuary....Mar.
117 The Trapp Family....Mar.
123 The Big Show....May
126 Return to Peyton Place....May
127 The Right Approach....May
128 Battle At Bloody Beach....June
129 Wild In The Country....June
130 Snow White And The 3 Stooges....July
Francis Of Assisi....July
The Big Gamble....Aug.
131 Misty....July
133 Voyage To The Bottom Of The Sea....June

United Artists

6019 Studs Lonigan....Sept.
6023 Elmer Gantry....Aug.
6024 Walking Target....Nov.
6025 The Night Fighters....Sept.
The Magnificent Seven....Oct
Inherit The Wind....Nov.
The Alamo....Nov.
Police Dog Story....Dec.
Exodus....Dec.
The Facts Of Life....Jan.
Five Guns To Tombstone....Jan.
The Misfits....Feb.
Warlord Of Crete....Feb.
Operation Bottleneck....Feb.
Hoodlum Priest....Mar.
A Matter of Morals....Mar.
The Minotaur....April
Revolt Of The Slaves....May
The Young Savages....May
Snake Woman....May
Dr. Blood's Coffin....May
Gun Fight....May
Last Time I Saw Archie....June
When The Clock Strikes....June
By Love Possessed....July
Naked Edge....July
The Cat Burglar....July

Universal

6017 SOS Pacific....Aug.
6018 College Confidential....Aug.
6019 Chartroose Caboose....Aug.
6020 Seven Ways From Sundown....Oct.
6021 Between Time and Eternity....Sept.
6070 Spartacus....
6101 Midnight Lace....Nov.
6102 Private Lives Of Adam And Eve....Jan.
6103 The Grass Is Greener....Jan.
6104 The Great Imposter....Feb.
6105 The Shakedown....Feb.
6106 Romanoff And Juliet....Mar
6109 The Secret Ways....April
6110 Tomboy And The Champ....April
6111 Wings Of Chance....April
6113 Pharaoh's Woman....May
6114 Ole Rex....May
Posse From Hell....May
6115 Curse Of The Werewolf....June
6116 Shadow Of The Cat....June
6117 The Last Sunset....July
6118 Trouble In The Sky....July
6119 Tammy Tell Me True....July
6120 Blast Of Silence....Aug.
6121 Come September....Sept.

Warners

921 Ocean's Eleven....Aug.
001 The Crowded Sky....Sept.
002 Sunrise At Campobello....Oct.
003 The Sins Of Rachel Cade....April
004 Girl Of The Night....Oct.
005 The Dark At The Top Of The Stairs....Oct.
007 The Sundowners....Dec
008 Fever In The Blood....Jan
009 Gold Of The Seven Saints....Feb
010 The White Warrior....Mar
011 Portrait of a Mobster....April
012 Steel Claw, The....May
013 Fabulous World of Jules Verne....June
014 Bimbo the Great....June
015 Parrish....July
016 Fanny....July
017 Lad: A Dog....Aug
Splendor In The Grass....Aug.

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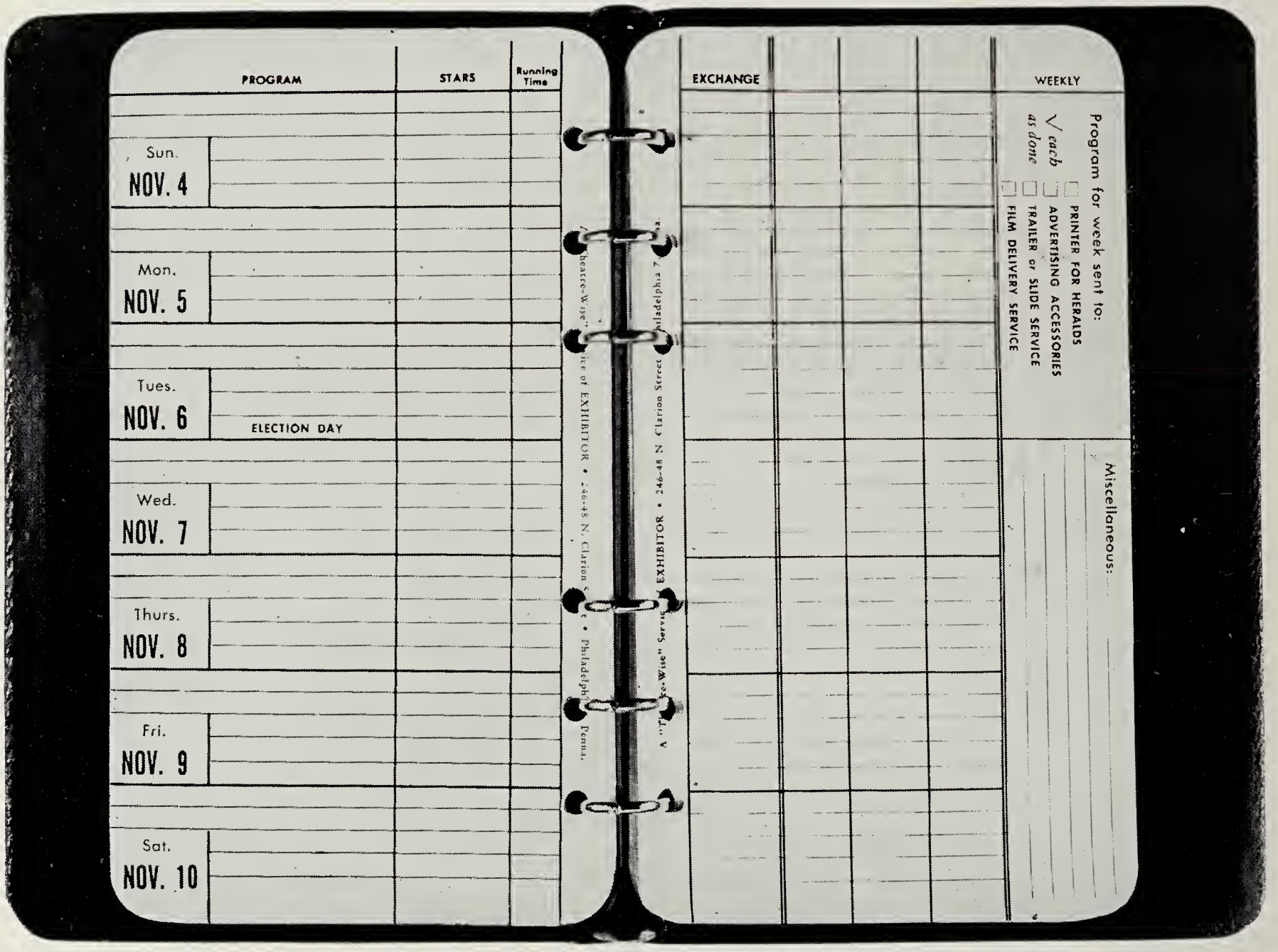
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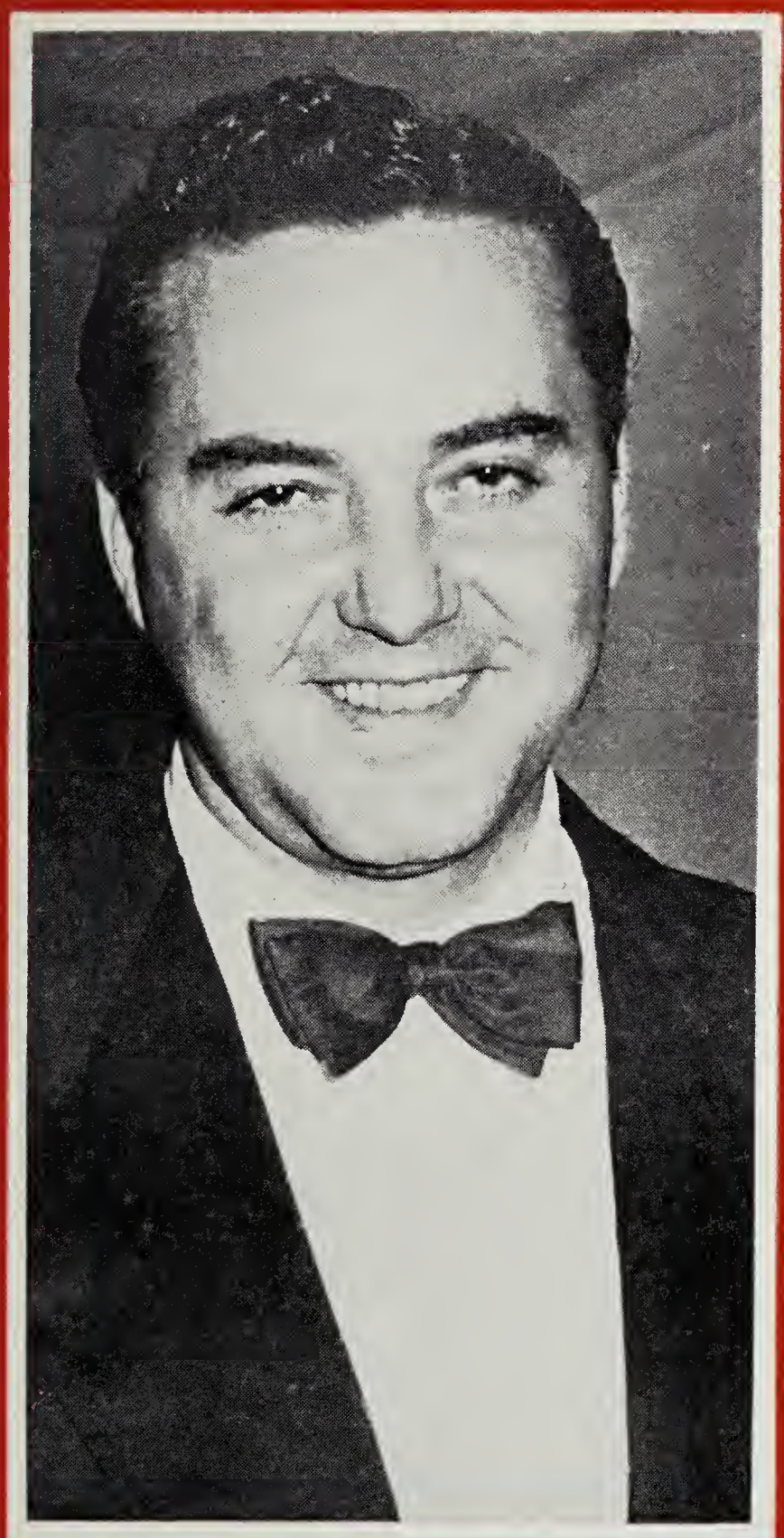
EXHIBITOR

Plus...
SHOWMEN'S TRADE REVIEW

Founded in 1933 by
CHARLES E. "Chick" LEWIS

JULY 26, 1961 | Volume 66 | Number 8

IN THREE SECTIONS · THIS IS SECTION ONE



Eugene Pleshette, managing director, Brooklyn Paramount, is the living example that some communities value the local exhibitor as he was voted one of Brooklyn's 10 Men of the Year for the second time.

Pickus Details Growth Of TOA

(See Page 7)

Court Dismisses Viking Trust Suit

(See Page 10)

Cheesy Critic Sniffs The World . . .

see editorial—page 5

COMEDY CHAMP OF THE YEA

Metro·
Goldwyn·
Mayer
presents
An Avon
Production

The HONEYMOON



To measure audience enjoyment of this funniest entertainment idea in years, M-G-M is previewing "THE HONEYMOON MACHINE" in 93 cities across the nation. At these previews we are distributing audience reaction computer cards and then using electronic data processing equipment to evaluate the results. At presstime, audiences in the cities below have howled, roared, chuckled and guffawed at the following laugh rates—

PHILADELPHIA . . . 3.1 laughs per minute!
NEW YORK . . . . . 242 laughs in 87 minutes!
LOS ANGELES. . . . laughed up a storm 245 times!
CHICAGO . . . . . 92% rated film EXCELLENT!
BOSTON . . . . . audience laughed 222 times!
WASHINGTON, D.C. longest laugh lasts 47 seconds!
DALLAS . . . . . 47 roars! 63 howls! 98 laughs!
CLEVELAND . . . . . laughs drown dialogue 42 times!
DETROIT . . . . . audience reaction terrific!
MILWAUKEE . . . . . more than a laugh a minute!
MINNEAPOLIS . . . . sustained laughter 88 times!
PITTSBURGH, SEATTLE, HOUSTON, CHARLOTTE
and CINCINNATI...audiences still rocking with laughter!

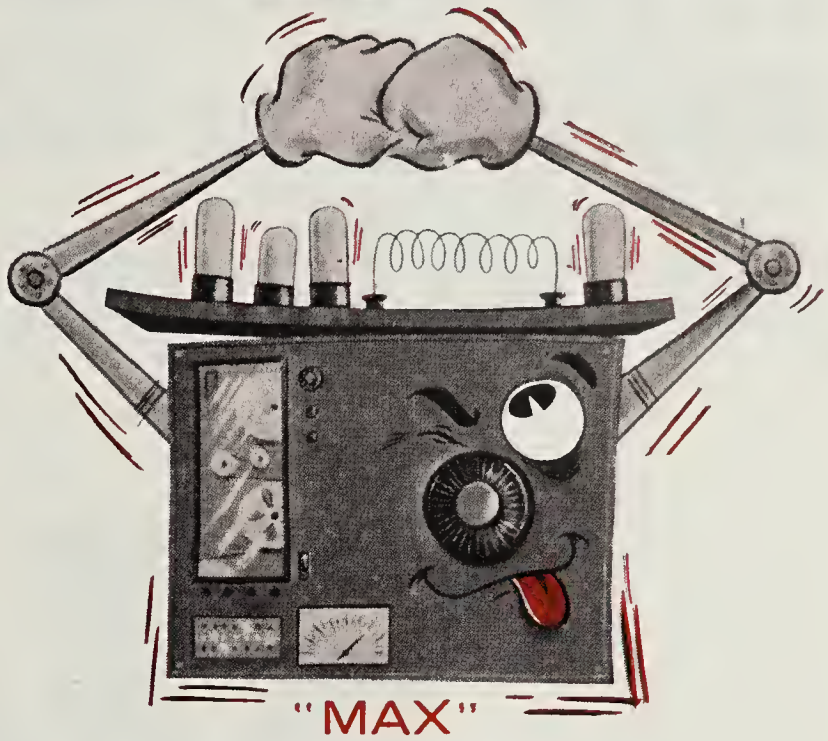
—and Showmen, this is only the beginning! The trend is very clear!
"THE HONEYMOON MACHINE" is the laugh riot of the year!

STARRING STEVE McQUEEN · AND CO-STARRING BRIGID BAZLEN · JIM HUTTON · PAULA PRENTISS

In CinemaScope And METROCOLOR

. 3.1 LAUGHS PER MINUTE!

MACHiNE



"MAX"
The Electronic Computer

TRADE PRESS AND NATIONAL MAGAZINES ALSO ACCLAIM THE FRESHEST, FUNNIEST MOTION PICTURE IN YEARS!

"Like an Independence Day string of fireworks . . . sets off a series of laugh explosions that recur with happy frequency."
—HOLLYWOOD REPORTER

"Merry romantic farce with imagination and appeal . . . almost every scene contains good comic jolts." *—VARIETY*

"Went into orbit two minutes after the main title and never stopped laughing until the end. Sure-fire hit!" *—M. P. HERALD*

"Comedy drama full of wit, charm and delight. Will please all types of moviegoers."
—FILM DAILY

"Audience capturing magic . . . sure-fire hit for the entire family." *—M. P. DAILY*

"Very funny comedy . . . laughs come fast and furious!" *—M. P. EXHIBITOR*

"Comedy full of explosive laughter."
—HARRISON'S REVIEWS

"Gay, breezy picture with dialogue and situations to keep audiences chuckling."
—GOOD HOUSEKEEPING

"Paula Prentiss is magnetic and beautiful. She may fill the shoes of the late Kay Kendall." *—COSMOPOLITAN*

"Farcical fun good for many laughs." *—PARENTS' MAG.*

"A comic romp." *—SEVENTEEN MAG.*

"An out-and-out sidesplitter. Will give you a large case of the giggles." *—CATHOLIC DIGEST*



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VOYAGE TO THE BOTTOM OF THE SEA

TOPS "NORTH TO ALASKA" · "CAN-CAN"
"JOURNEY TO THE CENTER OF THE EARTH
"RETURN TO PEYTON PLACE" · "SINK THE BISMARC



and it's only the beginnin

43 Years of Service to the Theatre Industry

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MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 8

JULY 26, 1961



A CHEESY CRITIC SNIFFS THE WORLD

WE READ a host of publications each week in an effort to keep abreast of what the public thinks of our industry, which is certainly more sensitive to public opinion than most. When we come across an item of more than usual interest, we pass it along.

In the July 19 issue of "The Mall," Pennsylvania's largest general circulation weekly publication, we saw the following column by the editor, Robert Ram, on the subject of paid criticism. Having had an occasional brush with the so-called professional critic ourselves, we agreed wholeheartedly. Here is what editor Ram says on the subject:

"Last week in this space I devoted some thoughts to the effect that the critics have had on the motion picture industry. This, in turn, led me to think generally about the entire subject of paid criticism.

"Personally, I think it's awful. Most professional critics tend, over the years, to think more of the literary quality of their reports than they do of the subject matter the report is supposed to cover.

"This, of course, is a natural tendency. The only trouble with it is that it makes the critical essay completely valueless insofar as the general public is concerned.

"A critic, whether he specializes in the movies, television, art, or food, seems to me to be obligated to render his report from the viewpoint of his readers. If he is reporting to a fellow group of connoisseurs . . . I can understand a highly technical or specialized review. But if the essay is meant to be read by average individuals like ourselves, I think that we aren't so interested in cute writing as we are in an honest report on the subject matter which is unbiased by the emotional likes or dislikes of the reviewer.

"In other words, if the subject is honestly bad, tell us so. If it isn't, then let the reviewer keep away from cuteness, punch lines, and esoteric phraseology which, when deciphered, generally doesn't mean a damn thing.

"By and large, the critic plays an important role in our cultural society. But when he gets bitten by the bugs of obscurity, archness, or pseudo-erudition, then he belongs somewhere else than in the pages of a newspaper or a mass magazine.

"All of this reminds me of a story about Marketing Research. It seems that this young adman had been sent out to do some field work. Before starting out, he stopped at a saloon for a sandwich and a beer. Unfortunately, one beer led to many more, and before he could get out on the street, he fell asleep, his head on the bar.

"Through mischance, his resting place was precariously near a bowl of particularly odiferous Limburger Cheese. When he turned his head, his mustache would brush the contents of the plate.

"After an hour he awoke. His first comment was an outraged bellow, 'This bar stinks to high heavens!'

"However, in a few minutes, he was back and making this announcement to the other patrons; 'Never mind about this bar, I've just made a survey and the whole world stinks!'

"This young man, in my book, was a typical critic."

Every theatreman who has been stung by one of these self-styled literary geniuses should send a copy of this column to his newspaper friends without comment.

"TO HELL WITH THEATRES" . . .

AN IMPORTANT first-run exhibitor writes in to ask us, "How come the country club circuits are still able to get new motion pictures which they show free to their members and guests in order to sell more food and drinks?"

We wish we knew the answer. Certainly distributors who encourage such unfair competition in an effort to get a few more dollars in the till are doing their entire industry a disservice.

This is not a new complaint. Theatre owners have been assured in the past that pictures would only be made available at such showings six months after first-run release. It would seem that suppliers are not adhering to this policy, claiming they need this extra market to offset theatre closings. If they wanted to close theatres, they could find no better way.

Another top flight executive whose request for anonymity we will honor says such bookings are a favor to the William Morris Agency, who books some of its bands into the golf clubs. It adds up to a pretty messy situation for theatres struggling to survive in a declining market.

The very persons attending these swank golf clubs are those to whom theatres cater. People don't go to the movies as much as they did in the past, and after seeing a film at a country club, they have had enough for the week. The timing also couldn't be worse as the showings are weekend affairs, prime theatre playing time.

Seldom do the golf clubs pay more than $35 or $50 per show, and they want only the best. Let an exhibitor try to be this selective and still buy flat. With theatre closings, less product, and insistence on high percentage deals, it would seem the attitude of certain distributors is, "To hell with theatres . . . we can always fall back on TV."

It's just another case of economic suicide.

NEWS CAPSULES

FILM FAMILY ALBUM

Obituaries

Tom Frierson, 72, founder, Local 511, IATSE, and a projectionist at the downtown Florida, Jacksonville, since its opening in 1927, died in a local hospital after a long illness. A native of Chattanooga, Tenn., he came to Jacksonville from Atlanta and founded the local IATSE in 1918. He had served terms as president of the Jacksonville Central Labor Union and as president of the Florida Federation of Labor, AFL. Survivors include his widow, three daughters, a brother, eight grandsons, and a granddaughter.

Nathaniel Max, active in the industry for almost half a century, died at Peter Bent Brigham Hospital. A native of New York, he came to Boston before World War One and helped organize Local 182, Motion Picture Operators Union, of which he became charter member and president. He leaves a wife and a son, both of Boston.

Col. Drive Winners

NEW YORK—Italy, Panama, and Thailand emerged victorious from Columbia International's "On The World Screen Week" sales drive, it has been announced by Mo Rothman, the company's executive vice-president.

The winning branches are managed by Michele Lauria, Italy; Frank Pierce, Panama; and William Blamey, Thailand. The second place winners were Japan, managed by William Schwartz; Holland, managed by R. Herzet; and Vietnam, managed by Lai Ba.

Hospital Drive Needs YOU

It is hard to believe that only 3,200 theatres showed enough interest last year to make audience collections in connection with the Will Rogers Hospital Drive. This is the industry's own institution. Here, anyone in the amusement industry and their families can receive the best care available without charge in the event of 15 different illnesses of chest and heart.

Any exhibitor not cooperating with audience collections during the playdate of a strong attraction is plainly guilty of refusing to cooperate with his own industry. Most of all, he cheats himself.

There need be no fear of overtime charges by the union. Dick Walsh, international IATSE president, is a tireless worker in Hospital affairs. There is no discrimination at this magnificent institution. Your help is being solicited by such men as Abe Montague, Herman Robbins, Jim Velde, Morey Goldstein, Si Fabian, Sam Rosen, Manny Frisch, Charlie Kurtzman, Ned Depinet, to name only a few. They are entitled to the active cooperation of every theatreman.

Rock Hudson has made an excellent trailer explaining the hospital's work.

Can any theatreman with the slightest interest in his industry and the slightest pride in its accomplishments refuse this cooperation? We don't think so.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JULY 24

Desilu To Film Pix For Theatrical Release

HOLLYWOOD — Desi Arnaz, president, Desilu Productions, Inc., told stockholders at the company's annual meeting that the company will film some theatrical pictures during the next fiscal year as well as continue to lease its facilities to other theatrical producers as heretofore.

Arnaz was enthusiastic over the possibilities of pay TV, stating that subscription television is "just around the corner" and "there will be no practical limit to the amount of money that can be recovered as net income from outstanding productions shown on TV." He said "old movies will be a dime a dozen" when pay TV comes.

Desilu in the fiscal year ended April 29, 1961, had a gross income of $19,845,513 and net income of $319,146, equal to 28 cents a share on the 1,155,940 shares of common outstanding. This compares with gross income of $23,406,100 and net income of $811,559, equivalent to 70 cents per share on the same number outstanding for the previous fiscal year. He attributed the decline largely to the industry strikes.

General Artists Corporation has been appointed by Arnaz as Desilu's network sales agency.

Arnaz, Lucille Ball Arnaz, Edwin E. Holly, Arthur Manella, W. Argyle Nelson, Sr., Milton A. Rudin, and Charles Schwartz were reelected to the board.

Titanus Program Set

NEW YORK—Franco DeSimone, executive vice president, Titanus Films, Rome, announced a program of 25 features during the next year to cost $20,000,000. Included will be six, in two groups of three each, to be made over the next two years, with MGM to distribute four of the six outside of Italy and two of them within Italy. Titanus will distribute four in Italy.

DiSimone included in the 25 picture program "Romulus and Remus" and "The Last Days Of Sodom and Gomorrah," the latter in association with Joseph E. Levine's Embassy Pictures, now 75 per cent completed.

Titanus, a production-distribution-exhibition company, operates 13 theatres, three studios in Rome, and four dubbing studios. Its annual distribution gross totals about $18,000,000 world-wide, including about $6,500,000 in Italy.

BROADWAY GROSSES

"Voyage" Opens Well

NEW YORK—Business in the Broadway first-runs was generally satisfactory last week-end.

"VOYAGE TO THE BOTTOM OF THE SEA" (20th-Fox). Paramount reported that the opening week tallied $37,000.

"FANNY" (Warners). Radio City Music Hall hit $111,000 for Thursday through Sunday, with the third week sure of $187,000. Stage show.

"BY LOVE POSSESSED" (UA). Capitol had a $35,000 opening week.

"GONE WITH THE WIND" (MGM). Loew's State reported the 13th week as $16,000.

"EXODUS" (UA). Warner stated the 32nd week was $24,000.

"SPARTACUS" (U-I). DeMille reported $25,000 for the 42nd week.

"THE NAKED EDGE" (UA). Victoria claimed $19,000 for the fourth session.

"GOODBYE AGAIN" (UA). Astor garnered $18,000 for the fourth week.

"THE TRUTH" (Kingsley-Int.). Forum did $13,000 for the fourth week.

"GUNS OF NAVARONE" (Col.). Criterion hit $50,000 for the fifth week.

"TWO LOVES" (MGM). Rivoli had $6,000 for the fifth and last week.

"THE LAST SUNSET" (U-I). RKO Palace stated the sixth and last week was $9,000.



Participants in Warners Canadian sales meeting recently held in Toronto included, front row, left to right, Al Dubin, Canadian field exploitation representative; Larry Leshansky, coordinator of field sales activities; Haskell M. Masters, Canadian general manager; Charles Boasberg, general sales manager; Robert E. Myers, Canadian division sales manager; and back row, left to right, Aldo Margarotti, Toronto booker; Mickey Komar, St. John branch manager; Earl Dalgleish, Vancouver branch manager; Archie Cohen, Montreal branch manager; Reg Dodderidge, Calgary salesman; Jim Sprague, St. John salesman; Mel Cherry, Winnipeg branch manager; Blair Covert, Calgary branch manager; Jack Kroll, Montreal salesman; Charlie Pearce, Toronto salesman; Charlie Frankelson, Winnipeg salesman; Alf Piggins, Toronto office manager; Irving Stern, sales manager, 16mm division; and Roy McLean, Toronto booker.

Growth Of TOA Outlined By Pickus

Indiana Allied Unit Votes To Affiliate; Va. Exhibs Told To Use Good Taste In Booking Adult Films

STAUNTON, VA.—Albert M. Pickus, president, Theatre Owners of America, told the annual convention of the Virginia Motion Picture Association here that he was hopeful that "before many weeks" he would be in a position to "announce additional important affiliations" with the national exhibitor organization. He voiced these hopes as news broke of the action of the board of Allied Theatre Owners of Indiana voting to put this former Allied States unit in the TOA fold.

In explaining the growth of TOA "even in the face of one of the severest economic periods for our theatres," Pickus said that "the answer can only be that the rank and file exhibitors must like what we are doing, what we are accomplishing for them and how we operate."

Pickus asserted that "we have operated and shall continue to operate on a business-like basis. We believe in sitting down with others in our industry and endeavoring to achieve things for the great majority of exhibitors and for production and distribution, too. We do not wage our fights in the trade press. Only when we have made progress beneficial to theatre men do we announce what we have done."

He declared that "as critical to our future as an adequate supply of product is the necessity of convincing the public that pay TV must be stopped." He said, "We shall continue to fight pay TV wherever it rears itself," and he urged those present to contribute to the financing of the fight against pay TV.

The Virginia exhibitors were advised against being "lulled into any sense of feeling that the danger is passed just because certain victories were won in the censorship fight." He warned that "when state legislatures reconvene, the pressure will be just as great as ever." The convention was also told that "we must continue to urge the film makers to use good taste in their productions, particularly when they aim for adult audiences. We must, by our individual discretion in deciding what our screen fare will be from among the relatively few pictures available to us, try and avoid giving playing time to those films which are blatantly sensational for the mere sake of shocking. We must use restraint in our local advertising to avoid offending without sacrificing showmanship."

Be Ad Code-Conscious, White Tells Va. Exhibs

Gordon S. White, Advertising Code administrator of the Motion Picture Association of America, advised that all exhibitors become more Advertising Code-conscious in his talk before the Virginia Motion Picture Theatre Association.

In pointing out how exhibitors can take advantage of the Advertising Code in their contacts with local newspapers, he stated:

"The more the newspaper publishers and business managers are made conscious of the supervision of our advertising by the Advertising Code Administration, the easier it will be for you to get along with them to your mutual profit.

"Our member companies are carrying on their pressbooks a notice that the material in the pressbook has been approved under the Code. You can help by making sure your newspaper advertising contacts are aware of this. Be Code-conscious. Make your newspapers Code-conscious. Our advertising men take pride in the self regulation we work out mutually under the Code. You should take pride in it, too."

In citing the long and successful history of self regulation in the motion picture industry, White noted:

"Since 1930 our Production Code and Advertising Code have stood for the American film industry's acceptance of its moral responsibility toward the public it serves.

"Down through these 31 years the system of self regulation embodied in these codes has made an important and constructive contribution to public welfare. And under this system the American film has achieved higher artistic and dramatic stature, and has been welcomed increasingly the world over."

In referring to unwarranted government attacks on the motion picture industry, White refuted this criticism when he stated:

"The answers to our nation's social problems are not found quickly and easily. So we settle for second best; we create culprits on whom to place the blame. Television violence, movie sex, sex and crime in books and comics and magazines . . . these are blamed for juvenile delinquency . . . anything except the home environment which the psychologists, and psychiatrists and sociologists . . . and President Kennedy . . . say is where the trouble really lies.

"What better whipping boys than the mass media. . . so close, so visible, so vulnerable? And especially vulnerable are TV and the movies. . . and our movie ads!"

In pointing out that motion picture advertising must treat many mature themes without offense, he explained:

"We must compete for attention with all kinds of reading matter in magazines and newspapers. I believe we compare very favorably from the standpoint of morals and ethics with the great bulk of this competing material."

Jeff Hofheimer was elected president of the Virginia Motion Picture Association. Other officers named at the annual convention were T. I. Martin, Ellison Loth and William Dalke, Jr., vice-presidents; Jerome Gordon, treasurer; John Broumas, secretary; J. K. Crockett, sergeant at arms; and Carlton Duffus, executive secretary.

The 1962 convention will be held July 17-19 at the Chamberlin, Old Point Comfort.

TOA Provides Members With Audience Guidepost

NEW YORK—The Theatre Owners of America has undertaken the task of providing its membership with its views on the type of audiences for which it feels certain pictures are suitable.

This job of advising members on the audience suitability of pictures was taken on by TOA at the insistence of its membership, it is understood. It represents an extension of TOA's plan to provide its members with information on motion pictures for relaying to the public in a bid to counter political censorship of films.

In offering its opinion on what audience a picture is suited for, TOA explained it was doing so merely as a guidance to its membership. TOA, it was stressed, "makes no attempt to classify, criticize, or assess the boxoffice potential."

The first six pictures and the type of audience for which TOA believes they are suitable are "Guns Of Navarone," family; "The Last Sunset," mature young people and adults; "The Deadly Companions," family; "Tammy Tell Me True," family; "By Love Possessed," adult; "Fanny," mature young people and adults.

First All-Industry Meet Sets Harmony Note

HOLLYWOOD—A meeting called by Walter Mirisch, president, Screen Producers Guild, brought together representatives of the SPG, the Screen Directors Guild, the Screen Actors Guild, Writers Guild of America (West), the MPAA, its affiliates, the Association of Motion Picture Producers, and members of various exhibitor organizations under the banner of the American Congress of Exhibitors, for industry discussions.

It was reported that ACE wished to discuss with producers and writers the number of pictures which dealt with subjects out-of-bounds for movies and currently arousing public indigation.

Also discussed were the industry's public relations, censorship problems, the question of self-classification of films, development of new talent, the role of the independent producer, trends in production costs, and other mutual problems.

Committees will be appointed to develop programs covering these subjects, and further meetings will be held.

Participating in the meeting were Eric Johnston, Emanuel Frisch, Si Fabian, Harry Goldberg, Walter Mirisch, Jerry Wald, Frank Freeman, Marshall Fine, Sid Markley, Sol Schwartz, Julian Blaustein, William Orr, Jack Karp, Sam Briskin, Dana Andrews, Roy Cooper, Harry Arthur, Harry Mandel, Jerry Bresler, Martin Rackin, Lou Greenspan, Charles Schnee, Anna Rosenberg, Bill Forman, Peter Levathes, Robert Blumofe, Harold Mirisch, George Sidney, Kenneth Clark, and Duke Wales.

MGM Ups Klaiber

INDIANAPOLIS—Velmar K. Klaiber has been named Indianapolis branch manager by Robert Mochrie, MGM's general sales manager. Klaiber fills the post held by Foster Gauker, who died July 3.

Associated with MGM for 25 years, Klaiber started with the company in 1936 as a student booker in Buffalo. He became office manager in Indianapolis in 1941 and a salesman in 1943, a position he has held until this promotion.

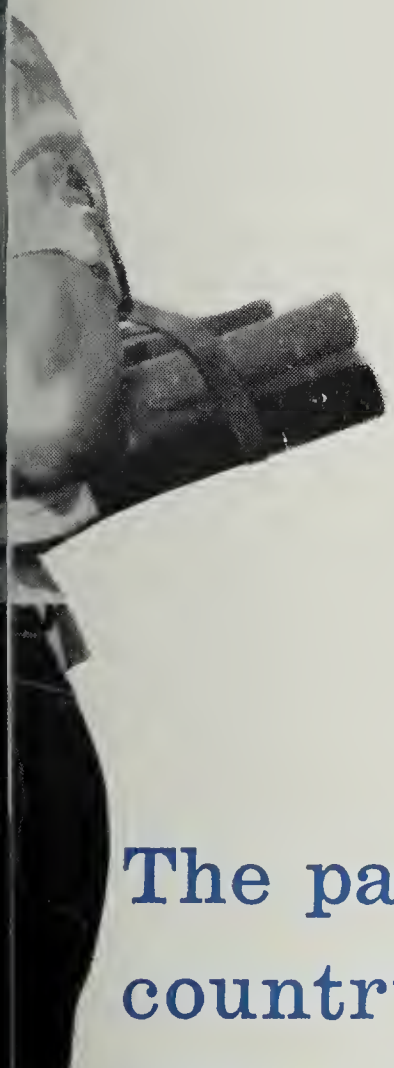
NT&T Acquires Drive-In

BEVERLY HILLS, CALIF.—Sheldon Smering, executive vice-president of National Theatres and Television, Inc., said the circuit will exercise its option to lease the 1000-car Mount Baldy Drive-In, LaVerne, Calif., from the Mount Baldy Drive-In Theatre Corporation.

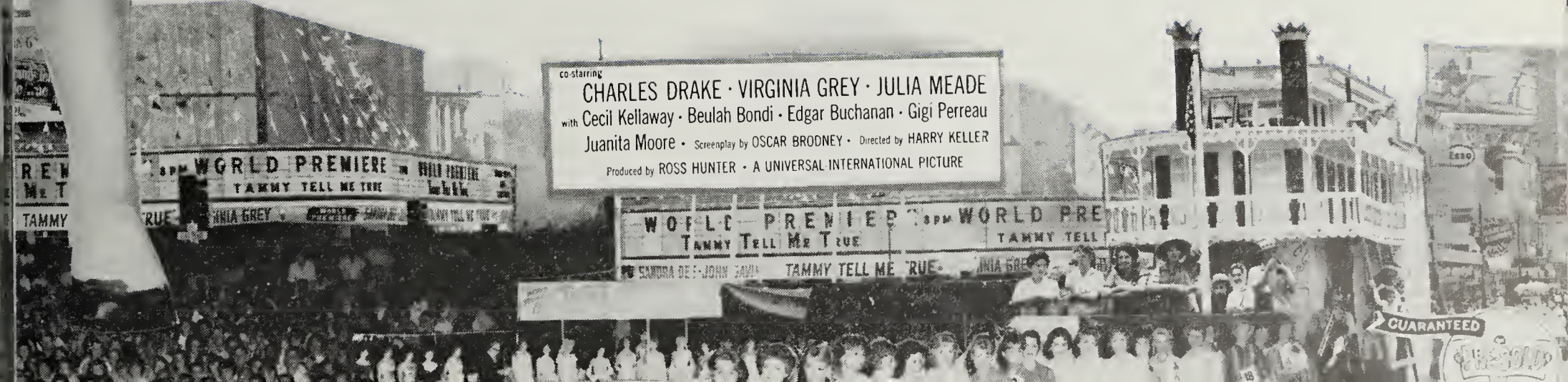


"Tammy," America's Sweetheart becomes the nation's boxoffice beauty with its record breaking openings in New Orleans and territory followed by the same sensational business in Memphis and Chicago.





The pattern has been set for theatres all over the country for "Tammy Tell Me True" is a real box-office beauty that is spreading joy wherever she goes and wherever she plays...and soon all over America, happy audiences will be sharing the same great pleasure and exhibitors the same great profit which is now a matter of record in these first record-breaking engagements.



Court Directs Dismissal Of Viking Anti-Trust Suit In Phila. Territory

PHILADELPHIA—The record setting anti-trust suit of Harry Sley's independent Viking Theatre Corporation alleging conspiracy to force this center-city first-run theatre, formerly the Aldine, out of business by depriving it of top product and favorable terms, was terminated last fortnight by Judge John W. Lord in the U.S. Court for the Eastern District of Pennsylvania, when he granted the motions of all the defendants for a directed verdict of acquittal.

The case was one of the longest and costliest in the history of local film litigation. It was the first anti-trust suit heard before a jury here, and got under way on May 15. The record of the case runs to nearly 8,000 pages, and at one point 12 court stenographers worked simultaneously transcribing the testimony and motions.

Judge Lord told the jurors, when they had reassembled, "I have decided to grant the motions of all defendants for dismissal. In other words, assuming everything the plaintiff has introduced as proof is to be believed, I have determined that there is no basis in the record for a finding that all of the defendants, or some of them, are guilty of any unlawful combination or conspiracy against the plaintiff.

"And, as part of the same decision, I find that there is likewise no basis for a finding of another important factor or element of plaintiff's complaint—the fact that plaintiff was damaged or injured as a result of any such combination or conspiracy.

"Accordingly, I direct you to find a verdict for each defendant and against the plaintiff in this case."

Judge Lord said he could have chosen to be "cautious and conservative" and denied the motion, forcing the defense to put on a case. This would have taken from two to 10 weeks more, he pointed out, before the jury was sent out to deliberate.

"Had your decision been in favor of the plaintiff, this court would have been compelled on the evidence introduced by the plaintiff to set aside the verdict as a matter of law—being convinced without the slightest doubt that there is no evidence in this record which would justify a plaintiff's verdict," the Judge said.

"As we say, the evidence could not support such a verdict. I am completely satisfied in my own mind that this is a proper and just result under the law."

Judge Lord then left the bench, approached the jury box and thanked the panel, shook hands with them and excused them.

Henry W. Sawyer, 3rd, counsel for the Viking, said the decision would be appealed. Harry Sley, president, Slev Corporation, which owns the theatre as well as the parking garage chain, said, "We certainly will appeal, all the way up to the U.S. Supreme Court, if necessary."

The Viking had asked for $391,000 triple damages for the 28 month period between July, 1954, and November, 1956. Seeking to prove he could get "only poor film at high prices," he asked leave to present evidence about 400 pictures, but was limited to 87 by the court.

Arrayed against Sawyer, who was assisted by R. P. Steinberg, was a formidable battery of legal talent including such veteran specialists on film cases as Morris Wolf, Louis J. Goffman, and Franklin Poul, for Stanley Warner and Warner Brothers; Edwin P. Rome, for Goldman Theatres; W. Bradley Ward, Arlin M. Adams, B. C. Haviland, Louis Nizer, Gerald Phillips, and Albert F. Smith, for the distributors; Ralph Earle II, for Fox Philadelphia Building, Inc., and Stuart Aarons, for Stanley Warner Management Corporation.

Among the witnesses in the case were Si Fabian, president, Stanley Warner Management Corporation; William Goldman, head, William Goldman Theatres; and many distribution personnel including Alfred Schwalberg, Paramount, whose so-called "Schwalberg agreement" with SW and Goldman was made a lengthy part of the testimony, as was the suit of Sley against Universal, how Sley obtained the theatre in the first place, and the famous Goldman-Stanley Warner split on product. Jay Wren, vice-president-manager, Viking, was on the stand for over a week, and this indicates the wealth of details anent bids, guarantees, playing times, etc., developed.

Previously, on July 7, the Court had directed a verdict of acquittal for RKO Teleradio Pictures, Inc.

TOA Protests Column Criticising Pay-TV Foes

NEW YORK—The Theatre Owners of America have filed a protest with John Hay Whitney, publisher and editor in chief, New York Herald Tribune, against a column by Marie Torre in which she voiced criticism of the opponents of pay TV.

Philip F. Harling, chairman of TOA's Anti-Pay TV Committee, said in a letter to Whitney that Miss Torre took sworn testimony presented at the hearings before the Arkansas Public Service Commission on a petition to have Southwestern Bell Telephone Company provide service for the proposed pay TV system in Little Rock "out of context to deliberately cite facts, which, if taken together, would spell out a case against the public interest."

Para. Execs To Studio

HOLLYWOOD—Barney Balaban, president of Paramount Pictures, led a contingent of top home office officials here for a series of studio meetings and to view upcoming Paramount releases in various stages of completion.

Jack Karp, vice-president and studio head, presided over the sessions, attended from New York by Paul Raibourn, vice-president; George Weltner, vice-president in charge of world sales; Jerome Pickman, vice-president and general sales manager; Russell Holman, eastern production manager; and Martin Davis, director of advertising, publicity, and exploitation.

S.F. Votes On Fox Buy

SAN FRANCISCO—Local voters will have an opportunity in the November elections to buy or not to buy the 10-story Fox with the finance committee voting to thus dispose of the issue and ever-growing sentiment of citizen groups to "save the Fox."

Carolina Exhibs Drop Blue Laws Battle

CHARLOTTE—Following the Supreme Court dismissal of their appeal, the Theatre Owners of North and South Carolina have dropped, for the time being at least, their efforts to void the antiquated Blue Laws in their states.

In a membership bulletin, President R. E. Agle disclosed that no further legal action is contemplated at this time. The Theatre Owners of America unit had carried the litigation from local courts, through the state court system, and then up through the Federal courts. The Supreme Court, with two of the justices dissenting, last month dismissed the appeal.

Industry observers have felt that the Carolina case was the victim of unfortunate and unavoidable timing. Only a few days earlier the Supreme Court had upheld the validity of Blue Laws in Pennsylvania, Maryland, and Massachusetts, but had acted on commercial business enterprises rather than a service industry such as the motion pictures.

J. D. Toddy, Jr., attorney for the exhibitors, declared:

"We knew from the start that it was a most difficult situation, and in one of the opinions of the Supreme Court it was pointed out that in spite of numerous constitutional attacks made on Sunday Blue Laws, only one Court, that being in California in 1858, had ever held that such laws were unconstitutional. Incidentally, it was pointed out that the California decision was reversed three years later. We still think that it is a great injustice to treat movies different than certain other non-necessary businesses which are allowed to operate on Sunday."

In the bulletin, Agle also reviewed the North Carolina legislative session which just concluded. Accomplishments included, he said, killing a state-wide Daylight Savings Time bill; retention of exemption in the State Minimum Wage Law for ushers, doormen, cashiers, and concession attendants; and continuation of exemption of film rentals from a state 3 per cent tax. He said proposed admission and crown taxes were avoided. These gains, he declared, "did not just happen. A lot of hard work was involved by our North Carolina public relations committee, consisting of W. G. Enloe, chairman, H. E. Buchanan, T. A. Little, and Howard B. McNally."

"Boys' Night Out" To MGM

NEW YORK — A multi-million dollar agreement has been concluded between Metro-Goldwyn-Mayer and Joseph E. Levine whereby MGM acquires world distribution rights to Martin Ransohoff's upcoming romantic comedy, "Boys' Night Out."

The film, a story of four suburbanites out on the town for fun, romance, and adventure, will have an all-star cast headed by Kim Novak, James Garner, Tony Randall, and Gig Young. Also starred will be Janet Blair, Patti Page, and Anne Jeffreys, with Jessie Royce Landis playing a top featured role.

By the terms of the agreement, the Embassy-Filmways-Kimco Production will be filmed at the MGM studio in Culver City, Calif., under the direction of Michael Gordon, the director of "Pillow Talk."

The announcement of MGM's acquisition of "Boys' Night Out," was made in New York following West Coast conferences between MGM president Joseph Vogel, producer Ransohoff, and Levine.

Allied Execs Complete Miami Convention Plan

DETROIT—From the office of Milton H. London, executive director of Allied States Association, there has been released the announcement of general convention chairman Ben Marcus that details for the five day Miami Beach fiesta beginning Dec. 4 have been arranged.

"Sun and Fun in '61" is tailored for fun lovers and packaged at an attractive $98. The price includes registration fee, room at the Eden Roc Hotel, banquet, night club party, three luncheons, two dinners, two cocktail parties, social activities, golf, swimming, and souvenirs.

To insure getting the fun and sun out of the junket, afternoons are left open so that delegates may enjoy sports, recreation, the Hialeah track, deep sea fishing, golf, sightseeing, shopping, or boat trips. Two evenings are set aside for Miami Beach night life, dog races, or Jai Alai.

Meeting in Milwaukee to wrap it up were Abe Berenson, New Orleans; Jack Whittle, Baltimore; London, Detroit; Harold Pearson and Marcus, Milwaukee. Berenson and Whittle were also present as representing Gulf States and Maryland units, which co-sponsor the convention this year. Pearson, executive secretary of Wisconsin Allied, was named convention coordinator.

Jackter Hits Road

NEW YORK—Rube Jackter, vice-president and general sales manager of Columbia Pictures, on a nationwide tour during which he will meet with exhibitors and exchange personnel to outline the company's important line-up of product for the Fall.

During the first leg of his journey he will join other Columbia executives in Hollywood where they will see a rough cut of the Mervyn Leroy-Fred Kohlmar production, "The Devil at 4 O'Clock," starring Spencer Tracy and Frank Sinatra, one of the company's major releases for 1961.

Besides "The Devil at 4 O'Clock," which is scheduled for an October kick-off, Jackter will concentrate on Charles H. Schneer's "Mysterious Island" and Barbroo Productions "Everything's Ducky."

Jackter will bring with him special promotional material, trailers and other merchandising aids to give exhibitors a complete picture of the content of the films, and the unusual campaign-planning in back of them.

SW Toppers Meet

NEW YORK—Stanley Warner Theatres recently completed a week of meetings in the home office with the zone managers. Every aspect of policy and operation was reviewed and general plans outlined for the coming year. Each zone was discussed separately by the panel of home office executives which consisted of S. H. Fabian, president; Samuel Rosen, executive vice-president; Nat Lapkin, first vice-president; Harry M. Kalmine, vice-president and general manager of the theatres; S. W. McDonald, vice-president and treasurer; Nat D. Fellman, chief film buyer; and Bernard H. Rosenzweig, head of real estate.

The zone managers participating were Herb Copelan, Milwaukee; Frank J. Damis, Philadelphia; Harry Feinstein, Pittsburgh; Pat R. Notaro, Hollywood; Charles A. Smakwitz, Newark; and James M. Totman, New Haven.



Seen at the recent Universal week-long summer sales executives conference in New York were, left to right, seated, Philip Gerard, eastern advertising and publicity director; David A. Lipton, vice-president; F. J. A. McCarthy, assistant general sales manager; Henry H. "Hi" Martin, vice president and general sales manager; Milton R. Rackmil, president; Charles Simonelli, assistant to the president; and Hatton Taylor, general manager of Empire-Universal; and, standing, left to right, Ben Katz, mid-west field advertising and publicity representative; Robert Ungerfeld, home office exploitation; Herman Kass, in charge of national exploitation; Jerome M. Evans, eastern promotion manager; Jeff Livingston, executive coordinator of sales and advertising; R. N. Wilkinson, regional sales manager; P. F. Rosian, regional sales manager; Mark Plottel, sales manager, Empire-Universal; Barney Rose, regional sales manager; Joseph B. Rosen, regional sales manager; James J. Jordan, circuit sales manager; and Harold Gutman, advertising art director.

Universal Emphasizes Quality Films Via Greatest Production Investment

NEW YORK—Universal will maintain its steady production pace of top films featuring the biggest box office names in the industry, Milton R. Rackmil, president, told the company's distribution and promotion executives at the opening session of their week-long summer sales executives conference at which Henry H. "Hi" Martin, vice-president and general sales manager, presided.

Scheduled to go into production during the coming weeks, Rackmil noted, are "The Ugly American," starring Marlon Brando, and John Huston's "Freud," starring Montgomery Clift. "Touch of Mink," the Granley Production starring Cary Grant, Doris Day, Gig Young, and Audrey Meadows, and "The Spiral Road," starring Rock Hudson, Burl Ives, and Gena Rowlands, all in color, are currently before the cameras, he continued, and "Cape Fear," the Melville Production starring Gregory Peck, Robert Mitchum, and Polly Bergen, and "The Last Hero," the Joel Production starring Kirk Douglas, Gena Rowlands, and Michael Kane, have just been completed and are now being edited.

With the four pictures being screened in connection with the current week-long sales sessions—"Back Street," "Flower Drum Song," "Lover Come Back," and "The Outsider," Rackmil noted that the outlook for the company during the coming 12 months was brighter than at any other previous time.

"The amount of money we have committed in the pictures we have completed, in production and in preparation, represents the greatest investment in negative costs in our company's history and reflects our high confidence not only in the future of Universal but in the motion picture industry," Rackmil declared.

Distribution and promotion plans were reviewed and set on the four pictures during the week-long sessions.

David A. Lipton, vice-president, arrived from Hollywood and was joined at the meetings by Philip Gerard, eastern advertising and publicity director, and Jeff Livingston, executive coordinator of sales and advertising. Charles Simonelli, assistant to the president, was a participant in the meetings.

Universal's highly successful policy of releasing major productions throughout the year, emphasizing quality and not quantity, will be the keynote of the 1961-'62 selling year, Martin told the company's distribution and promotion executives.

During the 1961-'62 selling year, Universal International will continue to concentrate on national pre-selling of its major releases to be followed by local level depth selling designed to deliver the greatest possible promotional impact at the box office when the picture opens, according to David A. Lipton, vice-president.

In outlining the promotional plans, he pointed out that more than ever in today's market pre-selling in all areas and in all media, combined with local point of sale compaigns, is essential to the fulfillment of the box office potential of deserving product.

Friedlander Joins Lopert

NEW YORK—Marvin Friedlander has joined the sales staff of Lopert Pictures Corporation, it was announced by Leon Brandt, general sales manager. Friedlander will cover the New York, New Haven, and Boston exchange territories.

Friedlander has been on the staff of Universal Pictures and DCA. His most recent position was with Valiant Films, where he served in various capacities.

"UA Weeks" Set Mark

NEW YORK—Print shipments during 1961's "United Artists Weeks" reached an exceptionally high total of 23,679 and included a record for feature shipment for the period, it was announced by James R. Velde, UA vice-president in charge of domestic sales. The number of features shipped exceeded last year's total by 1,903.

An annual event, "United Artists Weeks" this year was held June 25 to July 5.

Ohio Legislature Ends '61 Session Without Passing Anti-Industry Bills

COLUMBUS, O. — The Ohio Legislature concluded its 1961 working session without taking action on censorship and several other anti-film industry bills, marking the second successive legislative session in which the industry could chalk up a 100 per cent record.

The Legislature will return July 31 to decide whether to adjourn finally or to recess the 1961 session. If a recess is declared, pending bills could be reconsidered, but the possibility of a recess is regarded as slight.

Senate Bill 478 to prohibit persons under 18 years of age from operating motor vehicles after 11 p. m. was killed earlier in the session at committee hearings. Ken Prickett, executive secretary of the Independent Theatre Owners of Ohio, and several Ohio theatremen worked to help quash the bill which would have harmed business at auto theatres particularly.

House Bill 798 to repeal censorship laws relating to motion pictures still on the books (although censorship itself was killed by court decisions in 1954) was favorably recevied by the Judiciary Committee and recommended to the House for passage. There was no vote on the measure by the full House, however.

Other bills failing to reach votes included Senate Bill 261 to reinstitute censorship; Senate Bill 290, authorizing a Board of Township Trustees to tax all forms of public amusement; Senate Bill 474, which provides for closing of drive-ins at midnight; and House Bill 631 to exempt public halls and auditoriums from taxation.

Columbus Threatened With New Censor Law

COLUMBUS, O.—City Councilwoman Mrs. Golda May Edmonston, Republican, said she will renew her efforts to require city censorship of movies. Mrs. Edmonston led a group of Linden and North Side churchwomen who met with Mayor Ralston Westlake in an effort to explore ways in which the city can "do something" about objectionable films.

Westlake and Safety Director Albert Giles said the police vice squad "is doing all it can under present laws" to stop obscene films.

Mrs. Edmonston several months ago introduced an ordinance calling for city censorship of commercial films. She held off on her bill pending action by the Ohio Legislature on a similar law with statewide powers. Since the Legislature let die in committee a censorship bill introduced by Sen. Robert Shaw, Columbus Republican, Mrs. Edmonston said she will press for city action.

Giles said police vice squadmen view each movie shown at so-called "art theatres." Only one instance of obscenity has been found, Giles said.

Giles asked the group to report to police if children are seen entering "adults only" movie performances.

Phila. V.C. Visits Camp

PHILADELPHIA—Lester H. Wurtele, chief barker, Variety Club Tent 13, announced that Visitation Day at the Variety Club Camp, Worcester, Pa., will be held Aug. 6.

The dedication of a Memorial Grove of Trees in memory of the deceased barkers of the Tent will be held at this time, and a buffet supper will be served.

Industry To Honor Exhib As Governor For A Day

DALLAS—Kyle Rorex, executive director, Council of Motion Picture Organizations of Texas, announced that on Aug. 4, when the Governor and the Lieutenant Governor are scheduled to be out of the state, Senator Preston Smith, Lubbock exhibitor, who has been elected President Pro Tempore of the State Senate, will be acting governor.

To show appreciation that one of the industry's own has achieved this honored spot, Texas COMPO intends to take part in an appropriate celebration on the day the Senator serves as Governor, and exhibitors who would like to show their gratitude for the outstanding legislative work that Senator Smith has done in behalf of all Texas theatres are urged to participate in the celebration.

Theatre Marks Birthday

PARAMUS, N.J.—The Bergen Mall Theatre will observe its first anniversary with a star-studded celebration. The luxurious 550 seat theatre, which was opened to the public last July, has been visited by movie-goers from Bergen County as well as all surrounding communities including New York City, it was announced by Larry Morris, vice-president of the B. S. Moss Enterprises.

Nancy Kovack, Columbia Pictures star, and a host of other Hollywood and Broadway celebrities will participate in the anniversary festivities along with local merchants and dignitaries.

COMPO Promotion Plan Near Approval

NEW YORK—Lawyers of the Motion Picture Association of America and the major motion picture companies were reported to have given their approval of the legality of a plan for cooperative exploitation of motion pictures proposed by the Council of Motion Picture Organizations.

The approval was considered the next to last step in the studies and modifications of the plan by the MPAA, whose participation is essential if the plan is to be put into effect.

The final step is understood to be a return of the plan with modifications to COMPO. The plan, originally proposed to COMPO by Columbia vice-president Jonas Rosenfield, Jr., at its executive committee on May 23, called for an all-out cooperative effort on the part of exhibition and distribution to boost business by a campaign getting behind pictures in September.

It was referred by the COMPO executive committee to the MPAA, whose advertising and publicity directors committee studied and altered it. It then passed the MPAA board and from it to the lawyers, whose opinion was sought in order to avoid any action which might possibly run afoul of the antitrust laws.

Whether the plan will be cleared in time to take effect in September was not known.

Storey Plans Two D-I's

ATLANTA—Storey Theatres, Inc., said it has been granted permits to build two drive-in theatres, one on a 40-acre tract on the Northeast Expressway just north of Shallowford Road, and the second on a 38-acre tract on Fulton Industrial Boulevard near the intersection of Cascade Road.

Contracts to build the theatres, each of which is expected to cost some $500,000 including land, grading, and construction, will be let shortly, according to James H. Edwards, general manager.

Allied's London, 16mm Distrib Meet To Clear Up Hassle Over Competition

DETROIT—A sincere effort to resolve the bothersome problem of unfair competition of 16mm's with regular theatre operation was made when Alan B. Twyman came to Detroit and sat down in Allied State Association headquarters to discuss the matter with executive director Milton H. London. Twyman came in his capacity of president of Twyman Films, Inc., Dayton Ohio, one of the principal midwestern distributors of the diminutives. He is also a past-president of the National Audio-Visual Association.

Features are usually licensed to 16mm about a year and a half following general release. About half a hundred U.S. distributors make them available to churches, convents, schools, clubs, lodges, homes, orphanages, prisons, and business organizations. The general form of license prohibits their showing in commercial houses, for use in direct competition with them, for showing to the general public, advertising titles, and contains a clause allowing revocation on 30 days' notice if the contract is violated.

National Allied has compiled a startling list of protests on unfair competition, many on comparatively recent releases. What makes this more galling is that many pictures have been withdrawn from theatre release, including advertised non-theatrical kiddie shows not available to the regulars for Saturday showings. The headache to exhibitors is that those showings do not abide by the license restrictions.

Twyman felt 16mm distributors in general were unaware of the pitfalls they were digging for regular exhibitors. It was felt if the 16mm customers were required to abide by license terms, the situation would not be so serious. Further, it was deemed helpful if both exhibitors and 16mm distributors worked out a policing of showings to avoid competition with theatres and without harming 16mm interests.

Both men agreed that 16mm bookings should not be competitive, which it becomes, and unfairly, when sold to the public through advertising. Other definitions of "competitive" are when tickets are sold, press releases handed out, the general public invited to attend, when posters or other advertising forms are employed to notify the public of titles, dates, admission charges and the like.

This will be carried back to the 16mm-ites at a workshop for them to be held at Indiana University the week of July 16. Twyman also plans alluding to the topic when he addresses the National Audio-Visual Association Convention at the Hotel Morrison in Chicago July 24.

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ANTHONY PERKINS



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Court Studies Suit Charging "Blacklist"

WASHINGTON, D.C.—After hearing arguments from both sides in the $7,500,000 lawsuit of the "Hollywood 12" against the MPAA and major producers in U. S. District Court for the District of Columbia, Judge Edward A. Tamm took under advisement two motions filed by the plaintiffs, the 12 writers and actors who claim the producers conspired illegally to deny them employment because of their alleged pro-Communist actions and views.

The first was a motion for preliminary injunction to compel the producers to dissolve the alleged "blacklist" which they complain bars them from jobs in the industry.

Attorneys William P. Rogers, former U.S. Attorney General, and William R. Glendon, for the defendants, argued that such a preliminary injunction would necessitate going into the issues of the case and that it would assume such a "blacklist" does exist, which the defense denies.

They insisted that the producers, in separate and individual decisions, arrived at policies to refrain from employing persons whose actions associated them in the public mind with the Communist cause.

They further pointed out that the granting of the preliminary injunction would have the practical effect of coercing the producers into granting employment to the defendants, regardless of their artistic talents or the merits of their work.

The second motion asked the court to narrow the defense that had been outlined by Rogers and Glendon in their original reply to the lawsuit. Attorney David I. Shapiro, for the plaintiffs, asked the judge to rule as irrelevant to the issues that the plaintiffs have "slept on their rights" since 1948 when they claim the "blacklist" was drawn, and hence have no right to seek recourse at this late date; that in the settlement of another lawsuit, out of court, four of the plaintiffs signed covenants not to take further legal action; that the alleged dispute is within the field of employer-labor relations and does not properly come within the jurisdiction of the Sherman Anti-trust Act, under which the lawsuit was filed; and that in the case of eight plaintiffs their complaints have already been adjudicated by decisions in other courts, hence cannot properly be brought before the present court to be heard again.

Brooklyn Honors Exhib

BROOKLYN, N.Y. — Eugene Pleshette, managing director, Brooklyn Paramount, long a leader in the community life of the New York City borough in which the AB-PT house is located, has for the second time been named one of Brooklyn's 10 Men of the Year. Included in the list are an imposing array of locally and nationally prominent citizens. The men so honored are cited for outstanding contributions to the borough's community betterment.

Pleshette's citation reads, in part, that the award is made to him because he "maintains a fresh and forward looking policy at his theatre. There is seldom a charitable or civic undertaking with which he has not been closely associated at one time or another. He has been a great influence in the Cause of Brooklyn."

The honor was first bestowed upon Pleshette in 1952. He came to operate the Brooklyn Paramount from the New York Paramount in 1945.



The NEW YORK Scene

By Mel Konecoff

THE BREED of the press agent is indeed improving these days, and aiding in that department is Monterey College professor John Woolfenden, who is unit publicity representative for Sam Spiegel's "Lawrence of Arabia." As Columbia's advertising and publicity vice-president Jonas Rosenfield noted the other day, it was unusual for a press conference to be held for a press agent but then Woolfenden was an unusual press agent.

We were shown some of the film that was shot behind-the-scenes in various places in Jordan, where the pre-summer heat runs to 124 degrees and wind storms blow at any time. These and other location film reports will be arriving periodically, and they'll be used on television and in newsreels, in addition to which a lecturer may be added to show the footage to women's clubs, school units, etc. He will also display stills, art work, etc. Woolfenden's crew of 11 in the publicity unit are continually on the go in the "most ambitious project" ever undertaken in the history of Columbia.

The following in Lawrence's footsteps is dictated by a desire for complete authenticity. The abnormal weather conditions necessitate keeping the film in refrigeration when it is not being used in the cameras, and the latter have to be taken apart and cleaned nightly to free them of sand particles.

While on the subject of refrigeration, in the early days of filming they only had one generator which had to be used during the actual filming during the day. As evening approached, the generator was rushed back to the camp site in an effort to get the beer on hand reasonably cool, a difficult feat. Eventually, a second generator was brought in and the beer was cool much earlier.

Another problem and the biggest was water, which had to be brought in by truck a distance of 150 miles over uncharted wastelands and desert. At the start, the vehicles used at one time carried kerosene, so every time the water was used, there was a taste of kerosene. They had problems with the truck drivers as well, who liked to provide showers whenever they were stopped by traveling Bedouins.

So impossible are conditions there that crews work for three or four weeks and then must take a rest of three or four days. Almost everyone gets a touch of dysentery now and again, and they have to avail themselves of beds reserved in the nearest hospital where a day or two of medication usually overcomes this condition.

Shooting was started on May 15 and the first phase may wind up the end of August when semi-interior shots will be filmed, possibly in Italy or Spain. Filming may be resumed in Jordan again when the weather improves at the end of the year, at which time the necessary battle scenes may be recorded. Director David Lean and some of the others have been out there since the latter part of last year.

The yarn, based entirely on "Seven Pillars of Wisdom" by Lawrence, will be in Panavision and Technicolor, and it will be released some time late in 1962 with a possible running time of three-and-a-half hours. Some top stars will appear in the film as part of the story. As release time draws near, some nine or 10 of the books out on Lawrence will be newly issued or reprinted with the proper hoopla as part of the campaign.

Woolfenden was with MGM, Paramount, and Columbia, being assistant publicity director on the coast for the latter, after which he went to teaching in the area of public relations for a while. Spiegel asked him to take over the unit, so he got a leave of absence from college and may even use a thesis based on his experiences in his present post to apply for a doctorate from Stanford University.

Sic transit gloria.

THE METROPOLITAN SCENE: Vincent Trotta, veteran industry art director, again will head the panel of judges for the 10th annual International Beauty Congress at Long Beach, Calif., where an international beauty queen will be selected. He's an old hand at this sort of thing. We'd like to be a young hand at this sort of thing as it strengthens the eye muscles, we are told. . . . U-I's "Romanoff And Juliet" was the second film selected to be shown on Inflight's plane screenings. . . . Paul Street and his International Film Unit off to the South Seas and Japan in September to make "For Two Pennies And A Candle." (Aside to P.S.—Sorry we missed you when you were in town)

Lutkin Joins Paramount



LUTKIN

NEW YORK — Fred A. Lutkin has been appointed advertising control manager of Paramount Pictures' advertising - publicity department, it is announced by Martin Davis, director of advertising, publicity, and exploitation.

Lutkin for the past two years had been associated with Buena Vista Distributing Company as manager of cooperative advertising. He had previously been advertising business manager for RKO Radio Pictures.

Lutkin succeeds Carl Clausen, resigned.

N.E. Escapes Wage Bills

BOSTON—Five New England states escaped minimum wage changes this year, Frank C. Lydon, executive secretary of Allied Theatres of New England, reported to the membership, a victory for motion picture theatres. In Massachusetts, a $1.15-$1.25 bill containing a special $1 rate for ticket sellers, ticket takers, and ushers, passed both branches and was vetoed by the governor. In Rhode Island, $1.15-$1.25 bills were killed in committee. In Maine, all bills filed referred to exemptions or extensions of law, not to rates. Status quo was maintained for theatres during the session.

New Hampshire killed $1.15 and $1.25 bills in committee. Vermont, however, it still in session. There $1.15 and $1.25 bills were opposed before committee by Lydon and the bills were killed.



CANADIAN Highlights

By Harry Allen, Jr.

THE RECENT devaluation of the Canadian dollar in the world market will hit the motion picture industry hard. Already the dollar has gone down in value as much as five per cent, and it could finally settle at 10 per cent. Affected are film producers, distributors, and theatre owners. Up to now, film distributors which own exchanges in this country have had an advantage with the premium on the Canadian dollar, with the latter being worth as much as three per cent more than the United States dollar.

Often Canadian exchanges which make distribution deals plan it to pay royalties in U.S. funds. That advantage is now lost. In its place is a financial disadvantage. They may ask for the right to remit in Canadian dollars in the future. Canada remits perhaps $25,000,000 annually to the U.S. as royalties from theatre, home, and TV films. When the Canadian dollar was up five cents over the U.S. one, that $25,000,000 was worth $1,250,000 more if converted to American money. Film exchanges buying prints and advertising matter from the U.S. will have an additional cost, depending on what the exchange is.

Typical of the situation is that of Famous Players. Paramount Pictures owns 51 per cent of the shares. The company has issued 1,737,072 shares and each has brought its holder $1.50 per share for years. American shareholders were paid in Canadian funds, so that they got more than Canadian shareholderss.

Equipment and supply dealers face an even worse situation. Projection machines have a 22½ per cent duty and an 11 per cent federal sales tax—and in the fall they will likely have to add the three per cent Ontario sales tax. The buyer will have to pay Ontario's three per cent on the whole. The whole may include the additional amount the dealer paid in exchange. Price hikes may result since prices now were based on exchange advantages. General Sound and Equipment, Ltd., is looking into the matter. Theatre Posters says that it has been absorbing small rate increases from its supplier, National Screen, for years, but the effects of the new exchange position make this no longer possible.

LONDON Observations

by Jock MacGregor

THE MOVING PICTURE MUSEUM ASSOCIATION under the presidency of Lord Rank has come into being with the object of building up a collection of representative film equipment, literature, etc., down through the years, and not before time. The displays at the Science Museum have been incomplete and inadequate for too long. Much old equipment has been scrapped when it could have been given for exhibition purposes so that a proper history of the industry could be maintained.

The MPMA has been launched with an exhibition of early equipment at the Quantas Airways galleries in Piccadilly and a fascinating peep into the past it makes with such oddly named forerunners of motion pictures as the thaumatrope, phenakistiscope, and ombrocinema. The opening was performed by Sir Michael Balcon. A properly mounted museum which is the aim of the association could create enormous interest in the industry.

THE BEST OF LUCK to Golden Era Distributors which has been formed by Leslie Greenspan. He has taken on most of his colleagues who found themselves without a job when Eros folded and has received most gratifying support from the industry. Fred Thomas has given them office space in the Rank exchanges and will handle all their accounting, shipping, etc., leaving them to get on with the selling. Leslie will start with a program of Rank and U-I reissues and Selznick's "Duel in the Sun," which is playing the Cameo Poly and has a nice array of dates in London and the provinces to set the company on the right road. Carl Stack is assistant sales manager . . . The Association of Cine and Television Technicians which slapped on an overtime ban at the studios because of the refusal of the producers to go better than 7½ per cent on a 10 per cent wage increase on minimum salaries (which few producers pay anyway!) has just shown its latest picture, "The Kitchen." This union produces its own pictures periodically to provide additional work for its members. Based on Arnold Wesker's play, it is raw, provocative, distinguished, and only a little short of being outstanding. The setting is the kitchen of a large restaurant with a staff of many nationalities. To the author, the world is a kitchen, and even if the film does not entirely come off, it is a worthy try at something different. I was infuriated by some of the preaching and sentiments expressed, but I do feel that many of the critics were harsher on the picture than they should have been. It is a fine art house offering. On the other hand, the press fell over themselves in their praise for Walt Disney's "Greyfriars Bobby," which had a world charity premiere in Edinburgh. This true story of the immortal Skye terrier who grieved so much for his old shepherd master that he slept on his grave for 14 years and whose remarkable devotion ultimately earned him the freedom of Edinburgh is a sheer delight.

Shea's Theatre Sold; Landmark To Shutter

BUFFALO — Shea's Theatre Building, a landmark in Jamestown, N.Y., since the early 1920's, has been sold to Southwestern N.Y. Theatres, Inc., a Batavia, N.Y., firm managed in Jamestown by J. Stuart Cangney.

The theatre, itself, has been closed and Cangney said it will be converted to other uses.

"There is not a sufficient number of quality pictures to operate three theatres in Jamestown," the local spokesman said, and he also declared that eliminating one local theatre will be to the advantage of the patron from a theatrical point of view. The new use to which the theatre will be put has not been determined, he said.

No change in plans is anticipated for the stores and markets in the rest of the building. The land of which the building stands at the corner of Second and Pine streets in Jamestown, was originally owned by the Allen family and known as the Allen Opera House. Charles Samuels later purchased the property and it became known as the Samuels Theatre.

In 1919, it became Shea's Theatre, stopping place in Jamestown for many a vaudeville troupe and touring theatrical groups. In the fall of 1925, the theatre's grand reopening, after the building had been gutted by fire and rebuilt, was staged. The theatre underwent a second remodeling in 1927, and on Nov. 1, it reopened as a combination movie theatre and vaudeville house.

Vaudeville was eliminated six years later and the theatre has since served the Jamestown and area public as a motion picture theatre. During its existence, many of the most famous names in show business appeared on the stage of the theatre.

Kramer To New VA Post

NEW YORK—Sidney Kramer has been appointed head of the newly organized sales statistics department of United Artists, it was announced by James R. Velde, UA vice-president in charge of domestic sales. Kramer comes to UA from NTA-TV where he had been vice-president in charge of foreign sales from 1959 until recently.

Japan Drive For Osborne

TOKYO, JAPAN—William E. Osborne, Far East, Near East, and African supervisor for Allied Artists International Corporation, is being honored in Japan through a 10-week sales campaign entitled "Osborne Sales Drive of 1961" which runs up to Sept. 9.

SW Promotes Plough

PHILADELPHIA—Al Plough, veteran manager, Stanley Warner Stanton, was promoted last fortnight to the post of consultant in the booking of the local first-runs with headquarters in the main office. His successor at the theatre has not been named as yet.

Paramount Branch Shifts

DENVER — Paramount Film Distributing Corporation has moved its Denver branch operations to the Hilton Office Building, 1515 Cleveland Place, effective immediately. The telephone number is Keystone 4-8246.

Col. Dividend Set

NEW YORK—Columbia announces that the board declared the regular quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock of the company, payable Aug. 15 to stockholders of record of Aug. 1.

"How I Would Sell . . .

THE NAKED EDGE

UA Suspense-Packed Shocker Boosted By Novel Campaign

Straight exploitation of "THE NAKED EDGE," because of the nature of the picture, ordinarily would be fairly limited—pegged to the suspense gimmick, hammered home again and again by the red light of warning, coupled with the repeated theme of "No One Seated During the Final 13 Minutes."

This suspense sell worked well with "PSYCHO," and should hold up on repeat for "NAKED EDGE," because it has the added curiosity value of the dramatic red light.

But "NAKED EDGE" has an added exploitation value in that it is Gary Cooper's last film. This ironic twist, which always means added box office, must be handled carefully—even delicately—in this case, due to the undeniable stature of Cooper's shadow in the public mind.



An Exclusive **SHOWMANALYSIS** Prepared by—

RAY O'CONNELL, Manager
Capitol Theatre, Lancaster, Pa.



O'CONNELL

ABOUT THE AUTHOR • Ray O'Connell came into a show business career as an usher at the Pantages Theatre in Minneapolis, Minn., in 1916, while still in school. Next year, 1917, he went to the Palace Theatre, Minneapolis, as an usher-doorman on the Finkelstein and Rubin Circuit. From 1920 until 1921, he filled out as newspaper delivery truck driver for the Minneapolis Journal. In October of 1921, the Orpheum Theatre opened in Minneapolis, and he took a job as floor director while attending St. Thomas Military College in St. Paul, Minn. After one year of college work, he decided to stay in show business, and worked at the Hennepin Orpheum until 1925, moving on to the Palace Orpheum in St. Paul, Minn., as assistant manager. O'Connell was named city manager for St. Paul (RKO Circuit) the following year, and stayed in that slot until 1932. In August, 1932, he moved to Philadelphia, Pa., for Warner Brothers as theatre manager, and one year later was assigned to Lancaster, Pa. He has been in Lancaster ever since. O'Connell is married and the father of a 14-year-old son. Hobbies include an extra active interest in sports (spectator level, now) and civic affairs.

In addition to this tragic "extra" for selling angles on the picture, the title itself, "THE NAKED EDGE," lends itself to some unusual promotion gimmicks.

So, you have TITLE and STAR to work with, implementing the natural attention-getter of the "red light" gimmick featured in all the national promotion.

Here's how we've gone about it in Lancaster, Pa., where sophistication and naivete are almost equal, the latter holding what often amounts to, in itself, a "NAKED EDGE," so far as motion picture boxoffice grosses go:

First, the gimmick—the FLASHING RED LIGHT.

We are, naturally, using this in all trailer advance and advertising.

And for display, what could be more attention-arresting than the flashing red lights used on police cruiser vehicles?

Your police department, if it has this equipment, or your fire department—which certainly has it—will be glad to give

THIS AD concentrates on the suspense values and the novel flashing light campaign, and the author suggests also playing up the fact that it is Gary Cooper's last film.

you one or more of these revolving "flashers" on loan.

If this is impossible for any reason, eheek the area for a fire equipment supply house. Here you probably would be able to rent the flasher lights, as we did—getting equipment that, unlike the poliee and fire ear lights, operates on plug-in from a regular 110-volt serviee line.

(The poliee and fire car units operate from battery power, and could be a headache on sustained use.)

We put one of these blinkers on eaeh end of the marquee, turn-on cued to the "13-minute" final segment, and will use them during the run of the picturc.

Three weeks in advanee of opening, we began the trailer eampaign (teaser), both in the Capitol, where "NAKED EDGE" was to play, and on a eross-plug in the Grand (aeross the street). As teaser trailer sereened, blinking red lights were thrown on at either side of stage.

In the lobby of eaeh theatre, a stage work light equipped with a blinker red bulb was plaeed, the standard of the lamp earrying a plaeard with the national promotion mes-age:

"STOP! When Red Light Flashes—Absolutely No One Will Be Seated During the Final Suspense-Packed 13 Minutes of THE NAKED EDGE."

One week in advance of opening, we moved into the regular trailer plugs, with eross-plug at the Grand again. Onee more, the flashing red light was featured.

This brings us to the TITLE.

Here, we made a tie-up with loeal barber shops and barber supply houses (pegged to the promotion display of a straight razor) and had them agree to display old-fashioned straight razors, suspended from cords, in their front windows.

HIGHLY effective newspaper ad, particularly where color can be utilized for the flashing red bulb, this carries a hard-hitting sales message in teaser style.



Copy, on aeeompanying placards, read:

"What Has This To Do With The NAKED EDGE? Coming to the Capitol Theatre, Friday (date)."

Many of the barbers and barber supply people also were willing to display stills from the film.

Other exploitation possibilities, used here:

Get your loeal department stores to use a couple of mannequins, in a window, dressed with legitimate merehandise but wearing a gauze "gag" across the mouth area. A small sign somewhere on the mannequin, or at a plaee easy to read in the window, earries the message:

"If We Weren't Gagged, We Could Tell You What Happened During the Last 13 Minutes of THE NAKED EDGE, at the Capitol Theatre, Now."

Another angle:

Have loeal merchants use single line on newspaper advertising, or throwaways—*"Prices Down To THE NAKED EDGE."*

On theatre promotion work, we have used the old telephone stunt—eashier ealling names, ehosen at random from directory. Persons ealled are asked if they ean tell the eorrect meaning of the flashing red light on the theatre marquee, if they ean name the pieture it is identified with, and name the two major stars (Cooper and Deborah Kerr). If so, they get a free pass.

(Note: This should be done at least a week in advance of opening, but not before the lights and advanee advertising have started, of eourse.)

We have made mueh use of radio, with exeellent eooperation from both local stations. For instanee, both agreed to use the radio interview stuff on "THE NAKED EDGE," gratis.

On paid spots, the "spot reeord" was very effeetive, and both loeal stations, on suggestion, used a "siren" to bring on the spot announeements.

In many situations, of eourse, you have no ehoiee of spot announeements, but, if possible, try to finagle a throw-in just ahead of, or behind, a regularly-seheduled news program. These are almost eertain to eateh the travel listeners on car radios in the area—tuning in for news and weather enroute to or from work.

And the siren intro, if you ean manage it, is an unparalleled attention-getter.

We also used the "Count-Down Record" to keep waiting

ALWAYS an effective promotion piece, the caricature drawing can be used for this film also to garner additional news space.







ABOVE, one of the teaser ads that can be utilized before playdate to build advance interest in the suspense-packed film. RIGHT, illustrations of possible marquee and lobby use of the flashing red light that keynotes the well planned exploitation on the theatre level. UA also provides a manual illustrating how the technique can be used at drive-ins.

audience happy during the 13-minute no-seating regulation. This, of course, starts four minutes before film ends, and provokes a great deal of imaginative comment.

Now, to the star.

And here, possibly, is the best exploitation (for free) of any major picture in recent years. Remember, this is the first picture in which Gary Cooper appeared as a "non-hero" type. Ironically, it also is his last picture. Both angles should be good for special treatment (gratis) by the news writers and local columnists in your area, providing they are reminded of these two facts. The latter fact they already know; the first, tied in with the second, could mean a lot of free space, plus art.

This same approach should be used to paid newspaper advertising, since the press book on "THE NAKED EDGE" was made up prior to Cooper's death. I, for one, think it is essential to carry a line in any ad, now, calling attention to the fact that this is the very last picture Gary Cooper made.

And, while on the subject of newspaper advertising, color is a "natural" for the red light gimmick of the national campaign, if the local newspaper is equipped to handle color.

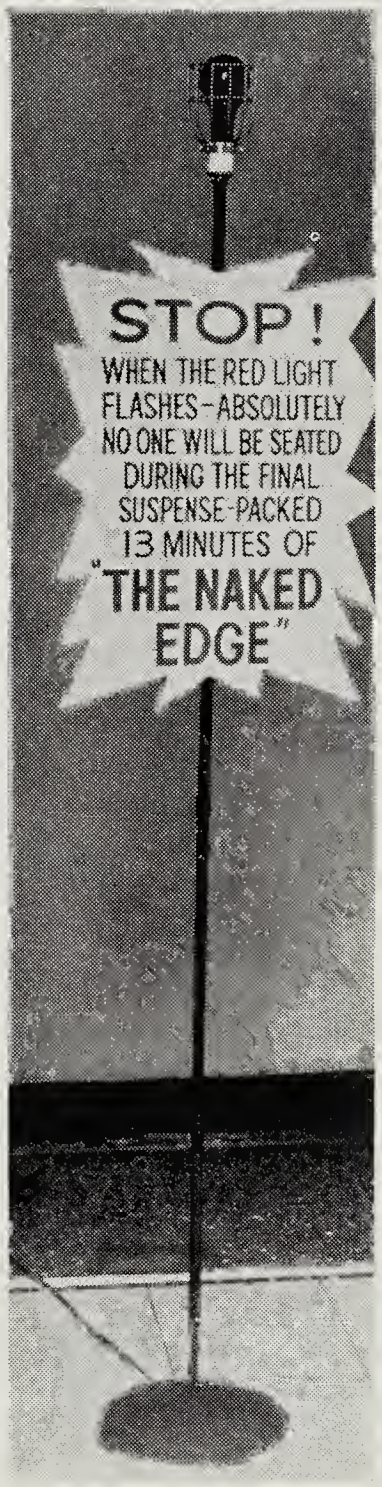
A single red "spot" in a black and white ad (such as the red light bulb) will do more to attract attention of the casual reader than a full-color display.

Again, in all newspaper advertising, we think it imperative to carry a line noting that this is Cooper's "final screen appearance."

Here, it could be possible and probably advisable, to use some off-beat advertising. For example:

A good pen-and-ink sketch of Coop's head, set in a lot of white space, with two or three small lines of copy at the bottom, such as:

"Last Picture For A Great Star
THE NAKED EDGE
Starting (date) at the (name) Theatre"



Marquee

A white transparency on which copy is lettered as shown, plus a large red light which can be set to flash by control from lobby or office. If this is not feasible, a red light should be mounted on or at top edge of marquee with the copy in channel letters. Where necessary, use this condensed copy: **WHEN RED LIGHT FLASHES—NO ONE SEATED DURING LAST 13 MINUTES!** Be sure "red light flashes" copy is on both sidewalk sides, with star names and title on street side.

Lobby Lights

This unit must be assembled locally. It consists of a worklight with a large red bulb, and a blinker attachment (available at local hardware store) at the electrical outlet. Sign is prepared by your sign shop and placed on worklight as shown. This completed unit is placed in front of the auditorium entrance at head of the roped-off section where patrons will be held during last 13 minutes of feature. An usher should stand guard over this light to enforce the No-One-Seated policy.

Corny, and possibly in bad taste—but definitely effective—in connection with the newspaper campaign on the local situation would be the use of a pretty girl walk-around, gagged as the mannequins in the department store displays, and carrying a placard with the same message:

"If I weren't gagged, I could tell you, etc."

She even could carry a portable flashing red light, picking up the general theme of the national campaign.

In the theatre itself, we have used the regular promotion material—the 40 by 60 sheets, cutouts, etc., all keyed to the flashing red lights.

With all this, however, I personally feel that the psychological "sell" of that red light and the forbidden 13 minutes will do more than anything else. But you can't overlook anything.

And don't!

Film Exchange and Dealer Listing for the

DETROIT FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• *Film Distributors*

ALLIED ARTISTS, 717 Fox Bldg.—WOodward 1-2992
Br. Mgr.: Nathan D. Levin. Sales: Ernest Chrysler. Booker: William Sidenstecker. Cashier: Arlene Mechanic. Emerg. Phone: Sidenstecker, PRescott 1-6491.

ALLIED FILM, 1026 Fox Bldg.—WOodward 2-7777
Br. Mgr.: Jack Zide. Sales and Bookers: Martin Zide, Edward Loye. Office Mgr. and Cashier: Dorothy Harrison. Emerg. Phone: Harrison, VErmont 5-0520.

BUENA VISTA (Disney), 1009 Fox Bldg.—WOodward 2-8738
Br. Mgr.: Frank Jones. Booker: Barbara Salzman. Emerg. Phones: Jones, KEnwood 4-4643; Salzman, EDgewater 1-1117.

COLUMBIA, 200 Film Exchange Bldg.—WOodward 2-8021
Sls. Mgr.: Raymond Cloud. Office Mgr.: Harvey Trombley. Sales: James Asher, Eugene Graham. Bookers: Norm Hanson, Rose Mary Richardson. Cashier: Mabelle Reid. Emerg. Phone: Trombley, LAkeview 1-6939.
(Div. Mgr. in residence: Carl Shalit)

ALBERT DEZEL, 13131 Fenkell—VErmont 6-2180
Br. Mgr.: Albert T. Dezel. Office Mgr. and Booker: Elvira Shields. Emerg. Phones: Dezel, UNiversity 4-3968; Shields, UNiversity 3-3385.

METRO-GOLDWYN-MAYER, 2310 Cass Ave.—WOodward 1-4456
Br. Mgr.: E. R. Susse. Office Mgr.: Arthur Zuelch. Sales: Cliff Perry, John McMahon. Bookers: Clarence Berthiaume, Charles Burns. Cashier: Ruth Becker. Emerg. Phone: Berthiaume, TUxedo 2-5606.
(Div. Mgr. in residence: Lou Marks)

PARAMOUNT, 921 Fox Bldg.—WOodward 2-4741
Br. Mgr.: Thomas F. Duane. Sls. Mgr.: John Gentile. Office Mgr.: Harold Rhodes. Sales: J. E. Thompson, Ken Guibord. Bookers: Betty Fussner, Walter Cory, Claude Lane. Cashier: Arthur R. Stawecki. Emerg. Phone: Lane, UNiversity 2-1539.

SELWIN, 405 Fox Bldg.—WOodward 5-1822
Mgr.: Sam Seplowin. Asst. Mgr.: Henry Zapp.

20TH CENTURY-FOX, 2211 Cass Ave.—WOodward 1-3726
Br. Mgr.: Robert C. McNabb. Sales: Dean Lutz, George Samoson. Bookers: Albert Champagne, Eileen Bresnahan, Mary Grimmit. Cashier: Dorothy Schechter. Emerg. Phone: McNabb, GArfield 7-4669.

UNITED ARTISTS, 1019 Fox Bldg.—WOodward 2-6500
Br. Mgr.: Morrie Weinstein. Sls. Mgr.: Seymour Berman. Office Mgr. and Booker: Jack Susami. Sales: Don Fill. Bookers: Bert Holmes, Marjorie Rice. Cashier: Margaret Stedebaker. Field Exp. Howard Pearl. Emerg. Phone: Susami, KEnwood 3-3387.

UNIVERSAL-INTERNATIONAL, 436 W. Columbia—WOodward 1-2141
Br. Mgr.: R. B. Graff. Sls. Mgr.: Otto Ebert. Office Mgr.: Walter Goryl. Sales: W. Waldholz. Bookers: Dave Gonda, Sidney Blumenthal. Cashier: Irene Nolan. Emerg. Phone: Goryl, VAlley 4-1361.

WARNER BROS., 605 Fox Bldg.—WOodward 1-6236
Br. Mgr.: Harold Morrison. Office Mgr. and Head Booker: Helma Wetzel. Outstate Sales: Don Martin. Bookers: George Rossman, Stanley Baran. Cashier: Richard A. Schulte. Emerg. Phone: Wetzel, MIdwest 6-0887.

• *Supply Dealers*

AMUSEMENT SUPPLY, 208 W. Montcalm—WOodward 1-3440

THEATRE EQUIP. CO., 2211 Cass Ave.—WOodward 1-1122 Emerg. Phone: VE 7-1227.

NATIONAL THEATRE SUPPLY, 2312 Cass Ave.—WOodward 1-2447 Emerg. Phone: MAyfair 6-5702.

• *Screen Trailers*

NATIONAL SCREEN SERVICE, 2943 Cass Ave.—TEmple 1-0790
Br. Mgr.: Ivan Clavet. Sales: Stanley Malinowski.

• *Film Delivery Services*

LEE'S TRUCKING & EXPRESS, 2310 Cass Ave.—WOodward 1-3940
Pres.: Lee Eagleson. Dispatcher: Arthur Lehr. Emerg. Phone: WE 5-0864.

PEP LINES TRUCKING CO., 15120 Third, Highland Park—TUlsa 3-3200
Pres.: Peter T. Ellis. Traffic Mgr.: Walter Goward. Emerg. Phone: WA 5-4650.

• *Film Inspection and Shipping*

NATIONAL FILM SERVICE, INC., 6111 Concord—WAlnut 3-2150 Emerg. Phones: VE 8-3690, TW 2-0898.

• *Signs, Advertising and Printing*

HAL R. BURRIS, 2333 Cass Ave.—WOodward 1-2251

CENTRAL NEON SIGN, 525 E. 7 Mile Rd.—TWinbrook 3-5440

W. HORSTMAN & CO., 3030 W. Davison—TO 8-2230

LONG SIGN, 6209 John C. Lodge—TRinity 1-5477

NATIONAL SCREEN SERVICE, 2943 Cass Ave.—TEmple 1-0790

PUBLIC RELATIONS IN DETROIT, 1022 Fox Bldg.—WOodward 5-5490

THEATRICAL ADVERTISING, 2310 Cass Ave.—WOodward 1-2158

• *Service Companies*

ALTEC SERVICE CO., 2211 Woodward—WOodward 3-3180

RCA SERVICE CO., 7685 Rockdale—LO 1-2955

VAN NORMAN ELECTRIC CO., 16111 Mack Ave.—TU 2-2359

• *Screening Rooms*

FILM EXCHANGE PROJECTION ROOM, 2310 Cass Ave.—WOodward 3-0375
Owners: Syd Blumenthal, Mickey Zide.

FOX THEATRE SCREEN ROOM, 2211 Woodward—WOodward 3-7700
Owner: Fox Theatre.

PREVIEW PROJECTION SERVICE, 479 Ledyard—WOodward 5-7729, DUnkirk 2-2671

• *Theatre Associations*

ALLIED STATES ASSOC. OF MOT. PICT. EXHIBITORS, 1008 Fox Bldg.—WOodward 3-9040
Executive Dir.: Milton H. London.

ALLIED THEATRES OF MICHIGAN, 1007 Fox Bldg.—WOodward 5-4377
Pres.: Milton H. London.

• *Buying and Booking Agents*

CHRYSLER ASSOCIATED THEATRES, 8843 E. Jefferson—VAlley 2-8600

CLARK THEATRE SERVICE, 1012 Fox Bldg.—WOodward 5-6744

CO-OPERATIVE THEATRES OF MICHIGAN, 1001 Fox Bldg.—WOodward 1-7003

DEMBEK CINEMA SERVICE, 926 Fox Bldg.—WOodward 1-6347

GENERAL THEATRE SERVICE, 315 Fox Bldg.—WOodward 5-3026

MITCHELL THEATRE SERVICE, 3410 Grand River—TEmple 3-7715

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

BOSTON

Records are being broken by pictures at the four Sack Theatres here. At the Saxon, "Fanny" broke the house record for grind pictures in its opening week. It was the fifth grind picture in the house's five year history under Ben Sack. "Guns of Navarone" broke the house record at the Gary in its first week. "A Raisin in The Sun" broke the house record at the Capri in its opening week. "Never On Sunday" at the Beacon Hill is setting a long run record. . . . Paula Prentiss, new MGM star, came into Boston to promote her new picture, "The Honeymoon Machine." . . . John Markle, Columbia exploitation chief, brought in Deborah Walley, 19-year-old film actress, who makes her debut in "Gidget Goes Hawaiian," for a press luncheon at the Sheraton Plaza Hotel. Picture opens at the Pilgrim. . . . Maureen O'Hara flew in from the coast for her first visit to Boston for Pathe-American Distributing Company's "Deadly Companions." The picture opened at the Pilgrim. . . . Robert Page, treasure hunter, showed "pieces of eight" to the Boston press, radio and television corps at the Sheraton Plaza hotel in behalf of Joseph E. Levine's "Morgan The Pirate," at the Pilgrim. . . . Danny Kaye, in for press rounds on his date at the Carousel Theatre, Framingham, July 31-Aug. 6, said he will make a new film this fall, tentatively titled "Five Pieces of Maria," a Panama and Frank production, with Sophia Loren.

BUFFALO

Mario de Vecchi, co-producer with producer-author-director Federico Fellini of "La Dolce Vita," was in promoting the picture, which will have its western New York premiere soon in Shea's Teck. General manager Maurice Druker arranged a luncheon in the Staler-Hilton for local press, TV, and radio folks and a special screening of the picture in the evening. . . . Frank Tabata, Cleveland, reopened the Allendale, a west side community house with a week-end policy for the summer and a planned full week run for the fall. Tabata is planning to feature Japanese productions on Sundays during the summer. . . . Dona Holloway, associate producer to William Castle, producer-director of "Homicidal" at the Century, was doing some tub-thumping via press, radio and TV for the film. "What's to be said for the kind of thrills in 'Homicidal,' Dona was asked by a local critic. "The moviegoers crave them, especially when they have the Castle touch or the Hitchcock touch," she replied. . . . Bausch and Lomb of Rochester has appointed Harmon Q. Avera head of the Photogrammetric Research and Development Division. . . . In connection with the showing of "The Ladies' Man" at the Paramount, manager Ed Miller arranged a contest with radio station WEBR through which prizes were offered to those who wrote into the station telling about the

Watch for them!

NEXT!

Albany Terrritory

Cincinnati Terrritory

Issue of August 2

Save Them!

biggest laugh they ever had in a Jerry Lewis picture.

CINCINNATI

City Council has received petitions, signed by about 60 persons, asking for "legal protection" against certain types of motion pictures and magazines, which they claimed involved "grave personal danger." During recent years, various local groups have staged similar campaigns against films and magazines they claimed were obnoxious. In one recent case involving a neighborhood theatre, the case was dismissed in police court. . . . Lou Wiether, owner, first-run Valley, and his wife are entertaining their daughter, Judith Ann, wife of Lt. Col. Carter W. Clarke, Jr., and grandson, Carter W. Clarke, III, for several weeks. . . . Willias Vance, owner, art Guild, is reported recovering nicely from a recent operation.

COLUMBUS, O. NEWS—Walt Disney's "The Parent Trap" was held for a second week at RKO Palace after the biggest first week of the summer season. . . . Roger Garrett, who was Loew's Ohio featured organist from 1933 to 1942, has been elected mayor of Clarksburg, W. Va. Garrett is general manager of WBOY radio and television stations at Clarksburg. . . . Torch Drive-In, Reynoldsburg, is the latest addition to the list of central Ohio auto theatres. . . . Gov. Michael V. DiSalle, although expressing doubt about the bill's legality, signed a measure to create an Underground Parking Commission empowered to construct parking garages at the State House and in other Ohio cities. A similar law was declared unconstitutional several years ago by the Ohio Supreme Court. First garage would be built under the State House yard in the center of the downtown theatre area. . . . Arlene Nadel, teenage daughter of Norman Nadel, theatre editor, Columbus Citizen-Journal, played the ingenue lead in the Kenley Players' production of "Take Me Along" here and in Warren, Ohio. . . . Bobby Breen, former child screen star, was in Columbus to arrange financing for an independent film venture. He said he would like to film "The Power" in suburban Reynoldsburg. Breen is vice-president of Off-Shore Productions, a New York firm.

DALLAS

Rube Jackter, Columbia New York office, is scheduled to be here on July 28 to talk about a forthcoming Columbia release, "The Mysterious Island," based on the Jules Verne book. . . . The Keist Drive-In, a Phil Isley operation, was taken over by the Lisbon Dads Club for a benefit to raise funds for stage equipment and football uniforms for the Lisbon Elementary School. . . . Frank Price and Wade Berryman, local banker and insurance man, are the new owners of the Rogue, indoor house, and Matador Drive-In, Matador, Tex. They purchased the theatres from L. H. Dirickson. . . . Gordon McLendon changed his plans to film "Tom Sawyer's Adventures" at his Lake Dallas studios and is moving the operation to Hollywood at the Paramount lot. Plans now call for shooting of a local film with Vincent Price in September. . . . Herschel Miller, 47, projectionist at the Chalk Hill Drive-In, died there recently. . . . Manuel Avila has reopened the Stevens after an intensive remodeling program. Spanish language films will be shown Monday through Thursday with American films on weekends. . . . Lottie Boles, a member of the local Paramount staff, was married to Oscar Yates. . . . August J. Valentire was named the "Personality of the Month" by the Texas Drive-In Theatre Owners Association. He is owner of the Baker and Sky-Vue Drive-Ins, Lockhart, Tex., and is also a director and treasrer of TDITOA.

DENVER

Tommy Bergel, 21, a former assistant manager of the Paramount was sentenced to from two to 10 years in the state penitentary for the theft of $4,701 from that theatre. He was apprehended living it up in Miami, Fla. . . . Pete Alselmo, Jr., manager of the Atlas' Federal, put on an exceptional campaign for "Pepe." Item which attracted most attention was a huge marquee sign in rainbow colors. . . . Esquire manager Steve Moser has added a Paris style sidewalk cafe in front of the popular neighborhood art house, where patrons may relax and chat while waiting for start of the film. Coffee is served. . . . Breck Fagan, manager, Fox Woodlawn, Littleton, Colo., was made chairman of the Sidewalk Art Show, which is part of the huge American-Australian international celebration to be held Aug. 13-19 in the Denver suburban city in connection with the annual Little Britches rodeo. Many Australian dignitaries will be present, including the Ambassador and Beauty Queen. . . . Terrance Hermandez, Charlie Alum's assistant manager at the Ogden, just returned from a trip to New York and brought back a pretty bride. . . . Harold Rice, Denver district manager of Fox Intermountain, spent a week on horseback with his organization, the Roundup Riders, an aggregation of some 100 horsemen who annually spend part of their vacations riding the range and western mountain trails.

HOUSTON

A group of local Negroes staged an Independence Day integration demonstration in front of two downtown theatres. Police said an undetermined number of demonstrators

Film Exchange and Dealer Listing for the CLEVELAND FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• *Film Distributors*

ALLIED ARTISTS, 507 Film Bldg., 2108 Payne Ave.—PRospect 1-2741
Br. Mgr.: Sam Schultz. Sls. Mgr.: Sol Gordon. Sales: Jay Schultz, Donald Schultz. Booker: Carl Scheuch. Cashier: Elaine Phinick. Shipper: Frank DeFranco. Emerg. Phones: DeFranco, AC 1-7243; S. Schultz, EV 1-0085; D. Schultz, EV 1-0085; J. Schultz, WY 1-5788; Scheuch, CH 8-6803; Gordon, IN 4-9016.
(President and Franchise Owner in residence: Mrs. Nate Schultz)

BUENA VISTA (Disney), 601 Film Bldg., 2108 Payne Ave.—SUperior 1-4313
Br. Mgr.: James Levitt. Booker: Jos. Cosley. Shipper: States Film Service. Emerg. Phone: Cosley, EDison 1-4952.
(Dist. Mgr. in residence: Ted Levy)

COLUMBIA, 620 Film Bldg., 2108 Payne Ave.—CHerry 1-3545
Br. Mgr.: Jules Livingston. Sales: Leonard Steffens, Martin Grassgreen. Bookers: William Gross, John Majdiak, Jr. Cashier: Grace Dolphin. Emerg. Phones: Steffens, AT 1-9656; Gross, CL 1-7117; Grassgreen, ER 1-2416; Madjiak, EV 2-6634; Shipper, George Sendry, MO 2-1021.

IMPERIAL, 308 Film Bldg., 2108 Payne Ave.—MAin 1-9376
Br. Mgr.: Rudy Norton. Booker: Betty Bluffestone. Cashier: Peggy Steiner. Emerg. Phones: Bluffestone, SKyline 2-1369; Shipper, States Film Service, PRospect 1-3723.

METRO-GOLDWYN-MAYER, 2346 Payne Ave.—PRospect 1-3340
Br. Mgr.: Jack Sogg. Office Mgr. and Booker: Mollye L. Davis. Sales: Dorsey H. Brown, Jr., George F. Bailey. Booker: Gerald Kerner. Cashier: Marie O'Neill. Shippers: Stephen Andrews, Ronnie Rates. Emerg. Phones: Davis, EV 2-7905; Kerner, YE 2-3919; Andrews, RE 1-1325.

PARAMOUNT, 518 Film Bldg., 2108 Payne Ave.—PRospect 1-2462

SEAWAY, 533 Cahoon Rd., Bay Village—TRinity 1-4900
Owner: Arthur Goldsmith. Emerg. Phone: States Film Service, PRospect 1-3723.

20TH CENTURY-FOX, 2219 Payne Ave.—TOwer 1-2257
Br. Mgr.: Raymond Schmertz. Office Mgr. and Booker: Frank Hunt. Sales: Fritz Goldschmitt, Sam Lichter. Booker: David Ransdell. Cashier: Fred Dzik. Field Exp.: E. C. Pearson. Emerg. Phones: Hunt, WO 1-2846; Shipper, John Gala, YE 2-2309.

UNITED ARTISTS, 2108 Payne Ave.—PRospect 1-2985
Br. Mgr.: David Rosenthal. Office Mgr.: Anthony Reinman. Sales: Aaron Wayne, Gordon Bugie. Booker: Ronald Sparks. Cashier: Catherine Chorich. Emerg. Phones: Reinman, TU 4-6637; Sparks, LA 1-0141; States Film Service, PR. 1-3723.

UNIVERSAL-INTERNATIONAL, 420 Film Bldg., 2108 Payne Ave.—PRospect 1-0413

WARNER BROS., 815 Film Bldg., 2108 Payne Ave.—TOwer 1-5920
Br. Mgr.: William Twig. Office Mgr.: Yaro Miller. Sales: Edgar Catlin. Bookers: Anthony Laurie, Joe Cosley. Cashier: Helen Wesner. Emerg. Phones: Miller, REdwood 1-0576; States Film Service, PRospect 1-3723.

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CO-OPERATIVE THEATRES OF OHIO, 815 Film Bldg., 2108 Payne Ave.—CHerry 1-4451
HORSTEMEIER FILM BUYING & BOOKING, 600-B Film Bldg., 2108 Payne Ave.—SUperior 1-7222

• *Supply Dealers*

NATIONAL THEATRE SUPPLY, 2128 Payne Ave.—PRospect 1-4613
OHIO THEATRE SUPPLY, 210 Film Bldg., 2108 Payne Ave.—PRospect 1-6545

• *Screen Trailers*

NATIONAL SCREEN SERVICE, 2336 Payne Ave.—PRospect 1-8282

• *Signs, Advertising and Printing*

ARKAY SIGN & DISPLAY CO., 1379 W. 6th St.—SUperior 1-1727
GALLO DISPLAY CO., 1012 Sumner Ave.—TOwer 1-3440
ARTHUR F. LUTHI SIGN CO., 304 Superior Ave., N. W.—CHerry 1-3177
NATIONAL SCREEN SERVICE, 2336 Payne Ave., PRospect 1-8282

• *Film Delivery Services*

FILM TRANSIT CO., 536 Film Bldg., 2108 Payne Ave.—PRospect 1-7996
Pres.: P. L. Tanner. Asst. Mgr.: Arthur Marchand. Emerg. Phone: Marchand, TUxedo 5-0635.

L. C. GROSS CO., 1830 E. 23rd St.—CHerry 1-1871
Mgr.: Richard Gross. Emerg. Phone: Gross, JAckson 6-8922.

E. S. JOHNSON, 704 Film Bldg., 2108 Payne Ave.—PRospect 1-3689
Mgr.: E. S. Johnson. Emerg. Phone: Akron, Ohio, MIdlake 4-9940.

STATES FILM SERVICE, INC., 2300 Payne Ave.—PRospect 1-3723
Mgr.: Jack Kennehan. Emerg. Phones: ULster 1-1536; Harry Lyman, HIllcrest 2-1877.

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marched in front of Loew's State and Metropolitan carrying signs. The theatres are located side-by-side on Houston's main street. There were no reports of violence and no immediate arrests. . . . The Azteca, formerly known as the Maya, has been taken over and is being operated by Sergio Martinez.

JACKSONVILLE

Weeki Wachee Spring, the world's only underwater theatre and a unit in the Florida State Theatres circuit, continues to gain fame and patronage like Silver Springs and Cypress Gardens because of unique and spectacular entertainment values offered to the hordes of tourists who now visit Florida during all seasons of the year. Showman Jack Mahon, manager of Weeki Wachee, revealed that the latest slick publications to have word-and-picture layouts on the spring and a surrounding 675-acre jungle tract are the current issues of "Holiday Inn" magazine and "Products," house organ of the Pittsburgh Plate Glass Co. Both publications extolled the beautiful subterranean ballet performances presented hourly by four troupes of lovely mermaids who are costumed by Max Weldy of the Parisian Folies Bergere. . . . Bob Stevens has returned to Film Row as a salesman on Fred Mathis's staff at Paramount after spending the last few years in the insurance business. He had previously done sales work for both Paramount and 20th-Fox. He succeeded Walter Mock, who recently resigned from Paramount. . . . Tom McClester, 20th-Fox executive from Dallas, and Bill Bryant, 20th-Fox manager in New Orleans, came in for business sessions with Thomas P. Tidwell, local 20th-Fox manager, and his staff. . . . Harry Botwick, FST supervisory executive from Miami, and Bob Harris, FST supervisor from Tampa, joined Mark DuPree, the firm's supervisor for northeast Florida, here at the FST home office for a series of planning sessions with other top FST executives. . . . Marjorie Roberson came back to work in the place of Lona Abdell, Allied Artists, who suffered a spinal injury. . . . W. A. "Bill" McClure, Universal manager, journeyed to Orlando to attend an invitational advance screening at the new first-run Parkwood Cinema, managed by Billy Wilson, a former assistant at the local Florida Theatre. . . . Wedding bells rang on June 24 for 20th-Fox office worker Linda Hall, who is now Mrs. Stanley Brown. . . . Mary Hart, WOMPI finance chairman, received a check for $1025 from Radio Station WMBR executives on behalf of hard-working local WOMPI members who took first place in a hotly contested Community Club Awards contest for the second quarter of 1961. WOMPI, which has a total active membership of less than 50 women, scored an impressive victory in that WOMPI has the smallest membership among the 28 women's organizations of the city competing in the CCA contest. The new award gave WOMPI a total of $3500 in prize money for the past year, all of which has been earmarked for WOMPI's many community charitable projects which are allocated month-by-month throughout the year. Mrs. Hart generously gave credit to June Faircloth and Edna Nofal, both of the Lake Forest Drive-In, for a major role in winning the CCA contest. . . . Bob Bowers, Allied Artists manager, has accepted the area chairmanship for the 1961 Will Rogers Memorial Hospital drive and has begun planning for the solicitation of contributions throughout Florida.

MIAMI, FLA., NEWS—Richard Wolfson, head, legal department, Wometco Enterprises, Inc., became the father of a son, Paul Quitman Reinherz Wolfson. . . . The Wometco Enterprises, Inc., board of directors declared a regular quarterly dividend of 17½ cents per share on the company's class "A" common stock. A regular quarterly dividend of 6½ cents per share was voted for the class "B" stock. Wometco also announced that it had purchased the business and assets of the L & H Vending Company of Orlando, Fla., through the subsidiary, Wometco Vending of Central Florida, which, under the direction of general manager Oran Cohen, will now operate L & H. . . . Wometco Enterprises, Inc., announced that it had purchased the assets of the Lilienfeld Vending Company of Miami. The Lilienfeld Company had operated the vending equipment at Jackson Memorial Hospital and also at the Kendall County Hospital. The Dade County Commission approved the transfer of the vending contract for the hospitals to Wometco from Lilienfeld. The new vending acquisition will be operated by Wometco Vending of South Florida under the direction of Wometco vice president Van Myers. . . . Patrons of the Parkway Theatre and Art Gallery have the opportunity to try their hand at creating their own oil paintings. Jack Winters, manager, has set up painting parties under the instruction of noted artist Connie Gordon for the first 50 persons arriving at the theatre.

NEW HAVEN

Ex-MGM studio head Dore Schary, providing "Some Personal Evaluations of the Arts" as part of a lecture series at Brandeis University, was heard the other night during a kinescope playback on WGBH-TV. He remarked that the motion picture industry is not dying, although "quite ill and is suffering from delusions of grandeur." Schary, associated of late with the Broadway theatre, observed that he had a hand in 350 motion pictures, mostly writing, and added, "If they ever show the first film I wrote in 1933 on television I'll have to kill myself." He acknowledged that the age of the "giant" producer and studio, as such, is gone. The blockbuster reigns, but the image is lost, and the studios seem to have no more feeling of responsibility. . . . James M. Totman, Stanley Warner zone manager, has announced promotion of William Decker, house manager at the deluxe, downtown Strand, Hartford, for the past six months, to city managership in Danbury, Conn., succeeding the late John Scanlon Sr. Decker will supervise the first-run Palace and Empress, Danbury. Jack Sanson, Hartford resident manager for S W, and the Strand staff provided going-away gifts for Decker. Latter is replaced here by Leonard Kupstas, recently resigned manager of Perakos Theatre Associates' State, Jewett City, Conn., who joins Strand, Hartford, as assistant manager. . . . Murray Lipson has a new Summer Vacation Family Plan at the Majestic, West Springfield, Mass., advertising no charge for children when accompanied by parents Mondays through Fridays. . . . John Scanlon, marking third anniversary of his take-over of the Strand, Winsted, Conn., distributed a $2.95 string of simulated pearls to first 75 lady patrons in line at opening of revival run of MGM's "Gone With the Wind," playing at 75 cents top. . . . Sperie P. Perakos, general manager, Perakos Theatre Associates, independent Connecticut circuit, and Mrs. Perakos flew home from the Berlin, Germany, International Film Festival. Perakos attended the Festival in his capacity as president of Connecticut-based Norma Film Productions, which screened its recently-completed Greek classic, "Antigone."

PHILADELPHIA

David Milgram has been compelled to change his traveling date for that seven week trip around the world due to the pressure of business . . . The Y. M. C. A., Coatesville, Pa., leased the Silver, Coatesville, Pa., as of July 1. . . . Abraham Ellis, Ellis Circuit, was in Jefferson Hospital . . . Leo Beresin is heading the Variety Club, Tent 13, annual golf tournament committee this year. The affair is set for Sept. 29 at Green Valley Country Club . . . Dick Doherty, Buena Vista office manager, was in Cooper Hospital, Camden, N. J., for an operation . . . Max Cades, business manager, MOTION PICTURE EXHIBITOR, was promoted to Major while on his recent two weeks of active duty with the 779th Ordnance Battalion, 79th Infantry Division, at Camp A. P. Hill, Virginia. He is Ordnance Materiel Officer for the Division.

ST. LOUIS

Tom Harris of New York is in town to handle public relations for Columbia's "The Guns of Navarone," which opened July 20 at Loew's State. . . . The WOMPIs held a board meeting under new president Barbara Cuddy of United Artists, and are getting ready for the new year of activities. . . . Connie Cornwall, 20th-Fox, is the first entry to be registered in the "Miss Film Row" contest to be held at the Missouri-Illinois Theatre Owner's convention at the Chase Hotel, Sept. 18. Other exchanges are expected to enter the contest soon, it was announced at the MITO luncheon. "Work toward making this convention the biggest and best yet is going ahead rapidly," Ray Parker, president, announced. As in the past, the organization is planning to have about four workshops; a major speaker at the banquet; Hollywood stars and entertainment. . . . After just two months of "retirement," Herman Gorelick found he couldn't leave the motion picture business and has opened his own company, Crest Film Distributors of St. Louis. Gorelick entered the motion picture business in 1916 and came to St. Louis 24 years ago with RKO. After 10 years with that company he became city salesman for Eagle Lion. In 1947, he and George E. Phillips bought Screen Guild, changing its name to Realart about 10 years ago. Gorelick sold his interest in the company to Phillips the end of March. Gorelick announces that he is the distributor in the St. Louis area for the following film producers: Crest Film Distributors, Sterling World Distributors, Crown International Pictures, and Verson Productions. . . . What better way to see at a glance how a drive-in's business is than to pilot a plane over the territory as St. Louis' flying exhibitor—Louis Jablanow, Mid-America Drive-Ins, does regularly. Actually Jablanow uses his plane mostly for fast transportation when he wants to visit the managers of the four Mid-American Drive-Ins in Illinois: Capri, Woodriver; Bel-Air, Granite City; Shop City and Falcon, East St. Louis. Jablanow flies a Commanche



180 and, "enjoys it immensely. It's a marvelous hobby and I have a lot of fun flying," he said. He began flying regularly about six months ago. Mid-America also has the Holiday and Thunderbird Drive-Ins in St. Louis and the Plaza Drive-In, St. Charles. "Recently I've been flying to out of town locations looking for new drive-in possibilities," Jablanow said. . . . Forrest Pirtle, Jerseyville, is still in the hospital recuperating from a recent operation. . . . The Youth Cinema Matinees which were postponed because of the bottler's strike began at the Regal, Criterion, Midtown, and Douglass. Children under 12 are admitted free to these theatres each Wednesday upon presenting six bottle caps from Royal Crown Cola.

SAN ANTONIO

For persons looking for a "night out" at a nominal cost, the Majestic and Aztec, the Gunter Hotel coffeeshop, and the River Garage have teamed up on a proposition whereby an adult may eat dinner, see a movie and park his car all for only $2. And for children under 12 the price is but $1. This offer is good each Tuesday from the hours of 5 to 9:30 p.m. . . . Sam Kennedy, who reopened the Roxy Drive-In here, took over the operation from W. T. Yett who had closed the drive-in. Kennedy also recently took over the operation of the Joyce Drive-In, Pleasanton, Tex. . . . The Towne Twin's second screen will cooperate with the Kelly Drive-In and the downtown Prince in bringing new Spanish pictures for one week runs. . . . Robert B. Green has taken over the management of the Crim, Kilgore, Tex. He was a former member of the Kilgore police department and the Gregg County sheriff's department. Green, who replaces W. G. Rike, formerly managed the Kilgore Drive-In. . . . W. J. Wooton, 77, died at his home in Canyon, Tex. He started in the theatre business there at the old Strand, and at the time of his death owned the Variety and Olympic, indoor, and the Canyon Drive-In. He retired from active business in 1954. . . . The Jay, a new wide screen theatre seating 350 patrons, has been built and formally opened at Joaquin, Tex., by Herman Powell, Jr. Powell also owns the Queen, Tenaha, Tex. . . . Arnulfo Gonzales, 54, owner, Tower Drive-In, Laredo, Tex., died following a heart attack. . . . Larry Seward has resigned as assistant manager, Capri, El Paso, Tex., operated by Trans-Texas Theatres. He was replaced by Sheldon Hurvitz. . . . The old Pena theatre building in New Braunfels, Tex., was recently turned into a real estate office. . . . The San Marco Drive-In, San Marcos, Tex., has become a kiddy-car playground for the younger set. . . . J. R. Stone, manager, Temple, Temple, Tex., for the past 17 years, recently purchased the theatre, and it has become a family operation. Mrs. Stone is the cashier and their son is the projectionist. . . . The Sinton Drive-In, Sinton, Tex., has reopened for the season. . . . L. A. Wallis has purchased the Westex, indoor, and the Ol-Worth Drive-In, Olney, Tex., for Frontier Theatres. . . . The Live Oak Drive-In, George West, Tex., has been reopened for the summer season. . . . Fire destroyed the screen portion of the Chief Drive-In, Livingston, Tex., owned and operated by Frank Fain. . . . H. J. Durst, co-owner and manager, Bolero Drive-In, Kerrville, Tex., was recently complimented by the Kerrville Times on the high quality films he has been booking, pointing out that due to his careful selection of screen fare his drive-in is rapidly becoming one of the most popular family entertainment places in the area. Durst has four program changes each week during the summer. Curb service has been inaugurated with three youngsters serv-

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James H. Nicholson, president, American International Pictures, recently hosted a luncheon and screening at Sardi's, New York City, of "Alakazam The Great," AIP's cartoon feature. Seen, left to right, are Jonathan Winters, one of the leading "voices"; Joe Wolf, AIP New England franchise holder; and Harvey Appel, AIP New England franchise holder.

icing cars on the ramp area. . . . The Star-Vu Drive-In, Palestine, Tex., has been sold to Kenneth and O. B. Anding and will be converted into an amusement park. . . . Lone Star Theatres, Dallas, purchased the Towne Twin Drive-In here from Frank Zarsky, who is in the lumber and oil business. Jeff Wolfe has been named manager. The Drive-in has a capacity of 1,500 and will be completely remodeled, repainted, relandscaped, and redecorated. The present policy of showing one Spanish language film on one screen and a regular product on the other screen will be continued. Lone Star now operates seven theatres here. . . . A showing of "Exodus" was picketed by 20 Arab students at the University of Texas at Austin, Tex. They claimed the film distorts the truth about the creation of the modern nation of Israel. The students handed out leaflets in front of the Varsity accusing the film of "depicting all Arabs as treacherous, cruel, ignorant, filthy and completely immoral." The leaflets were signed by the Organization of Arab Students of Austin. . . . Mr. and Mrs. Alfred Pawelek, owners, Midway Drive-In, Karnes City, Tex., celebrated its 11th anniversary with a free show. . . . R. E. Davis has enrolled his Perrin Drive-In, Sherman, Tex., with the Theatre Owners of America. . . . H. E. Werner, who has operated theatres in Trinity, Tex., for the past 40 years, reports he will close his Queen there and retire. . . . Leaman Marshall, long time exhibitor at Terrell, Tex., slipped and fell on a stairway in his theatre and died the following day when seized by a series of heart attacks. He started in 1925 when he and two partners built the Iris, Terrell. . . . Julius Gordon, head of the Jefferson Amusement Co., Beaumont, Tex., reported that while attendance shows a drop of two and a half per cent, grosses are running "slightly higher" than last year. The circuit operates more than 40 theatres in the state. The higher income was attributed to an increase in admission prices. . . . Teatro Alcazar, El Paso, Tex., is being remodeled into general merchandising stores. Until it was closed earlier this year it was operated on weekends by Ralph Calderon. He presently operates the deluxe Teatro Colon, showing complete Spanish language products and an occasional stage presentation.

Several weeks ago a twister tore down much of the fence on both sides of the El Rancho Drive In, Dalhart, Tex., which is operated by Don Gilbert and Russell Enlow. Last week during another rain storm the west fence of the drive in was again blown down by the fierce winds. The duo also operate the Mission, indoor house at Dalhart.

SEATTLE

Two robbers, wearing stockings over their faces, held up the box office of the Kenmore Drive-In shortly after midnight and took $665 from the owner, H. A. Sutliff, and a cashier who were counting the night's receipts at the time. . . . Fred Danz, general manager, Sterling Theatres, returned after a week's sailing and participation in the Victoria Yacht Regatta. . . . Lloyd Honey, Sunnyside, has taken over the operation of theatres in Toppenish, including the Liberty and the Pix. . . . Gary DuPen, assistant booker in Sterling's programming department, became the father of a son, Gregory Scott, six pounds, 11 ounces.

Dave Dunkle, 20th-Fox western Washington salesman, moved his family to Seattle from eastern Washington. . . . Two Seattle theatres, the Uptown and the Ridgemont, have joined forces to establish what will be known as "class houses" for exhibiting the best film art available in America and Britain. The Uptown, owned by Sterling, whose vice-president is Fred Danz, merged with James N. Selvidge, manager, Ridgemont. Selvidge will do double duty, managing the Uptown as well as his own theatre. . . . "Morgan the Pirate," MGM release was scheduled for a saturation day and date opening.

Mike Powers, 20th-Fox branch manager, returned from a meeting in Los Angeles, which included a special preview of "Voyage to the Bottom of the Sea." It is scheduled to open in Seattle July 21 at the Coliseum. . . . "Spartacus" opened first run in Spokane at the Post and is reported doing exceptionally good business. . . . "Tammy, Tell Me True" has been set for Aug. 2 at the Music Hall. . . . The Summer Film Series at the University of Washington will feature four "sleepers"; "Three Smart Girls" (1936), July 11; "Marty" (1955), July 18; "Brief Encounter" (1945), July 25; and "Buck Privates" (1940), Aug. 1.

WASHINGTON

Joel Margolis, manager, Loew's Capitol, and associated with Loew's for 27 years, resigned his position to assume new duties as assistant to the general manager with the Washington Redskins professional football team. In addition to administrative duties, Margolis will double in duties producing all of the Redskins' half-time shows, a job he has capably handled for the last 12 years. In announcing Margolis' resignation, Loew's appointed Alfred Erling, manager, Loew's Palace, to move over to Loew's showcase, the Capitol, to replace Margolis. Erling has completed 13 years with the Loew's organization. William Sheeley, former manager, Loew's Ohio, Cleveland, will manage the Palace. . . . William Fischer, office manager, Paramount Pictures, announced the engagement of his daughter, Francis Helene, to Martin Norwitz. The couple will be married in October. . . . In connection with the suspense-thriller "Homicidal," currently showing at Loew's Capitol, Alfred Erling, manager, had a special "coward's corner" erected in the lobby and issued "coward's certificates" to patrons entering. If patrons were too terrified to watch the climax of the show they follow the- yellow streak to the "coward's corner" at the fright break and receive a refund. . . . James Carter, assistant manager, RKO Keith's, and wife Roberta are the proud parents of baby David Carter.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO
VOL. 66, NO. 8
JULY 26, 1961

AMERICAN-INT.

Alakazam The Great.

CARTOON
84M

American International
(Color)
(Magiscope)
(Made in Japan)
(English dialogue)

ESTIMATE: Amusing and entertaining cartoon.

CREDITS: Heard are the voices of Frankie Avalon, Dodie Stevens, Jonathan Winters, Arnold Stang, and Sterling Holloway. Produced by Lou Rusoff.

STORY: The island in the sky where all good magicians retire floats off of Japan and is ruled by King Amo. He sees the animals on earth choose a new monarch, and it turns out to be a monkey, Alakazam, who is shy and afraid at first. Girl monkey, De De, gives him the confidence to overcome the obstacles that stand in his path and he is crowned king. The admiration of his subjects goes to his head and he becomes rude and arrogant and bored. He decides to become an expert magician and forces great magician Merlin to teach him all he knows. He becomes more arrogant and more difficult as he masters the magical tricks, and he decides to take on King Amo. The latter decides to teach him a lesson and imprisons him until he learns the uselessness of conceit and selfishness. The only one who sticks with him is De De, who brings him food and comforts him. During a snow storm, she collapses, but is saved because of her great love for Alakazam. The latter is freed when he promises to go with King Amo's son, Prince Amat, on a pilgrimage to learn humility. They gather others to them as they perform good deeds and eventually overcome all evil. It is agreed that Alakazam has taught himself to use his power wisely and they allow him to return to his animal kingdom and De De.

X-RAY: Japanese cartoonists and American voices of note have combined their talents, and, what comes forth is a charming and entertaining feature which should beget good reaction from viewers of varying ages. The story is interesting, simple, and amusing; the technical accomplishments are expert, colorful, and fluid. It should do well as part of the show with proper exploitation of the "voice" personalities being of value in the long run boxofficewise.

AD LINES: "Fun For The Whole Family"; "A Cartoon Feature That Is A Different Entertaining Treat."

MGM

Ada.

DRAMA
100M.

MGM
(CinemaScope)
(MetroColor)

ESTIMATE: Interesting drama on Southern people and politics.

CAST: Susan Hayward, Dean Martin, Wilfrid Hyde White, Ralph Meeker, Martin Balsam, Frank Maxwell, Connie Saywer, Ford Rainey, Charles Watts. Produced by Lawrence Weingarten, directed by Daniel Mann.

STORY: As election time approaches in a southern state, the political machine persuades county sheriff Dean Martin to run for the office of governor. His earnest approach together with his guitar playing and singing, combined with the manipulations of the machine headed by Wilfrid Hyde White, get him elected. As election approaches, he meets good-time girl Susan Hayward. He's attracted by her beauty and impressed with her brains. After a whirlwind courtship during his campaigning, they are married. White tries to talk him into an annulment, but Martin isn't having any. After Martin's election, Hayward finds that acceptance comes hard until she steps on a few toes and swings the weight of Martin's office around. Martin becomes bored with having nothing to do but sign the bills that are brought in for his formal approval. When the Lt. Governor brings a scandalous condition to his attention, he begins to ask questions which annoy White. The latter pressures the Lt. Governor into resigning. Hayward pleads with White to be named Lt. Governor, and he agrees. Martin starts to upset the White machine. When Martin refuses to listen to reason, a bomb is planted in his car which wounds him. He begins to suspect that Hayward is in cahoots with White, wanting to take over as Governor. She carries on with the war on White with the help of public relations aide Martin Balsam, whereupon White digs into her background with the assistance of state police chief Ralph Meeker. Even this doesn't stop her and she makes a plea to the legislature to upset some of White's bills as White tries to expose her. Martin, who has recovered, sees that Hayward has been on his side all along, and he pleads for support from the gallery. With the assistance of a few honest legislators, they get the needed vote, and White is defeated while Hayward and Martin are reunited.

X-RAY: This drama on politics in a southern state and some of the maneuvering behind the scenes is interesting and absorbing for the most part, with Susan Hayward and Dean Martin turning in fine jobs in the leads, well supported by the others in the cast. The direction and production values are good. Once audiences become involved in the on-screen proceedings, they will like what they see. Some of the scenes and dialogue are earthy and to the point, and as a result adults may better appreciate the entry than will youngsters. It should do well with a proper campaign to back it. The screenplay is by Arthur Sheekman and William Driskill, based on the novel "Ada Dallas" by Wirt Williams.

TIPS ON BIDDING: Higher program rates or better.

AD LINES: "From A Girl Out For A Good Time To Governor's Lady In Several Easy Steps"; "An Unusual Story About The Governor And The Girl Of The Streets He Married."

UNITED ARTISTS

Mary Had A Little.

COMEDY
79M.

United Artists
(English-made)

ESTIMATE: Mediocre comedy for lower half.

CAST: Agnes Laurent, John Bentley, Jack Watling, Hazel Court, John Maxim, Rose Alba Patricia Marmont. Produced by George Fowler; directed by Eddie Buzzell.

STORY: Jack Watling, stage producer, has a tough time raising money for a forthcoming play, and to further complicate life, prominent star Hazel Court is tired of just being engaged to him and wants to get married. He is reluctant to be tied down so fast. At his club, Watling overhears psychiatrist John Bentley say that he is willing to wager that he can influence the unborn child of a pregnant woman into becoming the most perfect baby in the world through the use of hypnosis. Watling gets him to wager a sizeable sum to back up his theory, after which he gets in touch with actress Agnes Laurent, who has the proper measurements, and persuades her to pose as a married and pregnant woman to win the bet, after which he promises her a part in his play. Bentley is attracted to Laurent and agrees to make her the subject. Complications ensue with Laurent's boy friend, a football player, as well as with Court planning to take other parts unless Watling marries her. Furthermore, Laurent and Bently find themselves in love. She tries to tell him the truth but is always interrupted. Anyhow the truth will out, and Watling agrees to marry Court as Bentley and Laurent plan a similar move.

X-RAY: A conglomeration of comic bits and pieces is piled one on the other through a confused and poorly scripted screen play, and the result is a hodge podge that has an occasional chuckle, best suited for the lower half. The acting is fair, while the direction and production are passable. The screenplay is by Robert E. Kent and Jameson Brewer. It should be noted that Laurent makes a cute lead.

AD LINES: "She Posed As A Pregnant, Married Woman And Then The Fun-Troubles Really Started"; "She Said She Was Pregnant To Win A Bet And Life Really Becomes Complicated."

MISCELLANEOUS

Buffalo Gun

WESTERN
72M.

Globe

ESTIMATE: Mediocre western entry.

CAST: Marty Robbins, Webb Pierce, Carl Smith, Wayne Morris, Mary Ellen Kay, Don Barry. Produced by A. R. Milton; directed by Albert C. Gannaway.

STORY: U.S. Marshal Webb Pierce and his two deputies, Marty Robbins and Carl Smith, are sent west in 1875 to find out who is stealing government shipments of the .50 cali-

bre buffalo gun and selling them to renegade Indians. They travel on a cattle drive which is broken up by rustlers. Chasing the bandits, the trio finds a government rifle and realize that they are on the right trail. They go to Las Cruces, a town which harbors the gang, led by Wayne Morris, posing as an Indian agent. Morris is partner of Don Barry, a crafty merchant in the town. Before the lawmen reach town they send a telegram to sheriff Douglas Fowley. The telegram is not delivered to Fowley and this implicates the operator, Harry Lauter. Lauter notifies Morris and Barry and they prepare for trouble from the Federal trio. The stolen weapons are hidden in Morris' hay loft and the agents arrive in town just before Morris is to give a dance in his barn. To avoid detection, Morris gives the dance, where Robbins stargazes at a local beauty, Mary Ellen Kay. At the dance, each of the agents sings and the Jordanaires also entertain. To get the people out of his barn, Morris plans a cattle stampede through the center of town. This happens and while the men try to subdue the frightened cattle, Morris and Fowley begin to unload the rifles. They are caught in the act and are quickly put into the local pokey. Pierce, Smith, and Robbins leave town, but Robbins returns to marry Mary Ellen Kay.

X-Ray: Weak lines are given weak delivery in this far-fetched western. A few of the many fight scenes are interesting in spots. Seven songs are rendered, and one wonders about rock 'n roll with an electric guitar in 1875. The story is routine. It might have some appeal to those who like country music and remember Carl Smith from radio's "Grand Ole Opry." Direction and production are in keeping with the low budget.

Ad Lines: "Three U. S. Agents Fightin' and Singin'"; "The Story About The Most Famous Gun In The West"; "Three Fightin' Agents And A Girl."

Primitive Paradise

Documentary
66m.

Excelsior Pictures
(Color)

Estimate: Colorful documentary of New Guinea for the program.

Credits: Produced and directed by Lewis Cotlow; cameraman, Bede Whitman; production assistant, Alan Frazer; production supervisor, Francis Wood, Jr.; music supervisor, Herman Fuchs.

Story: Explorer Lewis Cotlow takes the color camera into several sections of New Guinea where the jet age is superseded by the stone age. Various primitive tribes are seen at rest, at play, and at war, with attempts by police representatives to make peace. They also come across a tribe where there is an epidemic among the infants which results in a district nurse being summoned. She and her medicines bring about their recovery. A giant celebration dance is scheduled in her honor to which many tribes are invited and some of the costumes and gyrations are really colorful.

X-Ray: This documentary should serve exhibitors well where a short second feature is called for to round out the program. Some of the scenes are extraordinary and interest is well maintained throughout the short running time. The unusual settings, costumes, and customs come off well in color.

Ad Lines: "Rarely Seen Scenes Of Savage Splendor"; "The Wild Tribes of New Guinea Presented On The Screen For The First Time."

FOREIGN

The Cheaters.

Drama
117m.

Continental
(French-made)
(English titles)

Estimate: Interesting tale of French teenagers.

Cast: Pascale Petit, Andrea Parisy, Jacques Charrier, Laurent Terzieff, Roland Lesaffre, Dany Saval, Jacques Portet, Pierre Brice, Alfunso Mathis, Jean Paul Belmondo. Directed by Marcel Carne; produced by Robert Dorfmann.

Story: Jacques Charrier, a university student from a well-to-do family, becomes involved with a group of young people who are out to get thrills and kicks and to heck with convention. He goes to a sprawling party given by Andrea Parisy, who gives herself to Charrier. He is really intrigued by Pascale Petit. They eventually drift into an affair, ostensibly not getting serious with each other. She has a yearning to own an expensive sports car, and when the opportunity presents itself to get the necessary money via blackmail, she jumps at the chance as Charrier reluctantly assists. They quarrel and separate, and to spite him and to show the others in the gang that she doesn't care about him, she has an affair with Laurent Terzieff. They hurt one another at other times as well until she rushes out and roars off in her car at crazy speeds. Charrier tries to stop her, but she outdistances him, deliberately rams her car into a truck and is killed. Charrier eventually finds the courage to face life and the future.

X-Ray: Young love, sex for fun, and other teen-age action for kicks are to be found in this tale showing the stages that some of the French teens go through in the process of growing up. Some of it is unpleasant, and some of it is fairly interesting. A bit of editing could have improved the end result, which should do well in the art and specialty spots and in those houses that cater to exploitation features. The screenplay is by Marcel Carne and Jacques Sigurd. The acting, direction, and production are good.

Ad Lines: "The Young Generation Gets Its Thrills Where It Can"; "They Lived For Today . . . Tomorrow Would Take Care Of Itself."

Neapolitan Carousel.

Musical
116m.

Lux Films
(Pathe Color)
(Italian-made)
(English titles)

Estimate: Colorful, entertaining musical for art and specialty spots.

Cast: Paolo Gray, Stoppa, Clelia Matania, Jean Quick, Nadia Gray, Maria Fiore, Maria Pia Casilio, Yvette Chauvire, Floco Lulli, Sophia Loren Giacomo Rondinella, Alberto Bonucci, Vittorio Caprioli, Grand Ballet of Marquis De Cuevas, African Ballet of Keita Fodeba, and Rome Opera Theatre Corps de Ballet. Directed and originated by Ettore Giannini.

Story: A family of itinerant street musicians headed by Paolo Stoppa, his wife Clelia Matania, and their six children make a meager living on the streets of Naples grinding out melodies on a street organ and selling song sheets. The story of the city is told through the music as flashbacks show the Saracenic invasions, the domination by the French, Spanish, and Germans, etc., through the years until the present is reached. Throughout, the family is looking for a roof over its head as it continually wanders on.

X-Ray: The story of Naples for three centuries is told through the medium of ballet, drama, and music, with continuity given to the sequences by the recurring reappearance in one guise or another of Paolo Stoppa and family, which is always in need of food and shelter. There is a lavish display of color, costume, and settings that are impressive indeed. The story is slight with just enough of a skeleton, on which to string ballet and other entertaining and artistic renditions which certainly make the entry a different one and one that should be appreciated by the seekers of the unusual at the art and specialty spots. Sophia Loren can be seen in a small role. An impressive campaign could make a big difference boxofficewise.

Ad Lines: "A Fantastic Tapestry Of Wonderful Entertainment"; "Entertainment For Everyone."

The Truth. (La Verite)

Drama
127m

Kingsley International
(French-made)
(English titles Or English dialogue)

Estimate: Lengthy Bardot import.

Cast: Brigitte Bardot, Charles Vanel, Paul Meurisse, Sami Frey, Marie-Jose Nat, Louis Seigner, Andre Oumansky. Directed by Henri-Georges Clouzot; produced by Raoul J. Levy.

Story: Brigitte Bardot and her sister, Marie-Jose Nat, are daughters of an upright middle-class French family. Nat is virtuous, a good pupil, and a prize-winner as a young violinist, whereas Bardot is the opposite. Both girls go to Paris, Nat to study and work and Bardot to have a good time. They are constantly quarreling. Bardot gets in with a crowd that is interested only in pleasure and fun. She also meets Sami Frey, a friend of her sister, who will one day become an orchestra conductor, and he is fascinated by her. The affair between them is a stormy one, with Frey jealous and overly possessive. He finally breaks off with Bardot after a number of her actions irritate him. As time passes and he becomes a conductor, he and Nat become friendly again. Bardot realizes that she really loved Frey, and she goes back to him for a reconciliation. They have an affair for one night. In the morning, he dismisses her, and she advises him that she is going to commit suicide. He only insults her and she kills him. She is tried in court where her whole story comes out during the questioning. She is judged guilty.

X-Ray: These misadventures of Brigitte Bardot are complicated by a lengthy and drawn out story that is interrupted by flashbacks and intercutting. The story is further slowed by the peculiarities of French justice as her story is told in court with sidelights and unnecessary dialogue. Some smart editing could have speeded up the pace a bit, improving the entry, which otherwise could prove interesting for adults, especially in the art and specialty spots. The acting is competent, and of course the Bardot name seems to draw still, while the direction and production are of high quality. The screenplay is by H. G. Clouzot, Michele Perreins, Christiane Rochefort, and Simone Marascat. The film, incidentally, has won a number of awards abroad.

Ad Lines: "She Was Charged With The Murder Of Her Lover"; "An All-Male Jury Had To Listen To Her Story And Decide Whether She Was Guilty Or Not Guilty Of Murder."

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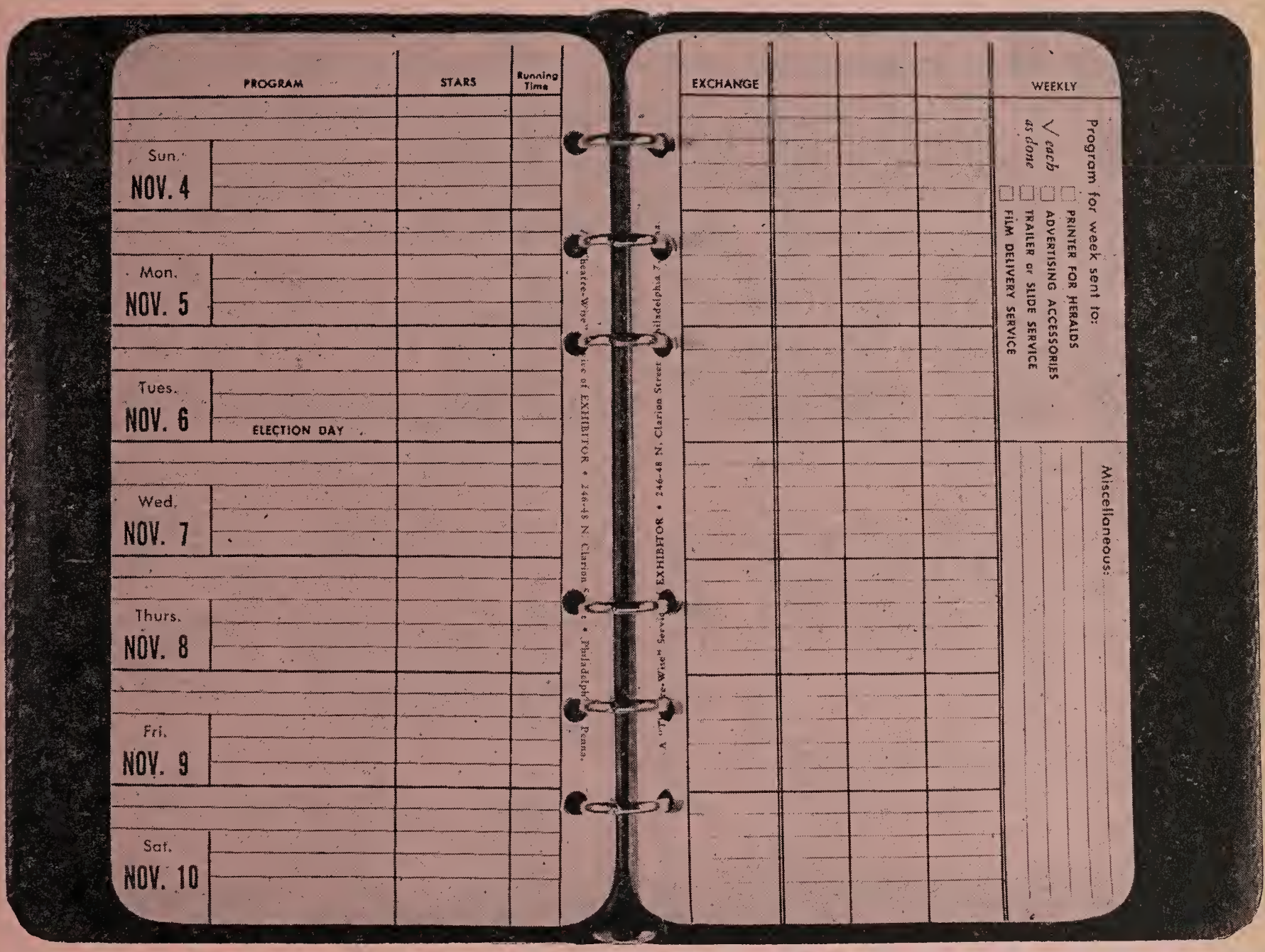
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ALPHABETICAL GUIDE TO 309 Features Reviewed

This index covers features reviewed thus far during the 1960-61 season in addition to features of the 1959-60 season, reviewed after the issue of Sept. 14, 1959.—Ed.

A

Absent Minded Professor, The—97m.—Misc. 4794
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Adventure, The—145m.—For. 4806
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Alamo, The—16m.—UA 4762
All Hands On Desk—98m.—Fox 4809
All In A Night's Work—94m.—Par. ..4805
All The Young Men—87m.—Col. 4749
Amazing Transparent Man, The—60m.—A-I 4749
Angel Baby—97.—AA 4813
Anna's Sin—86m.—For. 4806
Angel Wore Red, The—99m.—MGM ..4750
Angry Silence, The—95m.—For. 4782
As The Sea Rages—74m.—Col. 4749
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Ballad Of A Soldier—92m.—For 4795
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Battle At Bloody Beach—83m.—Fox 4838
Belles And Ballets—92m.—For. 4778
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Bridge, The—102m.—AA 4817
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U

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JULY 26, 1961 SECTION THREE VOL. 66, NO. 8

EXPLOITATION

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In conjunction with the Nuneaton Evening Tribune I was able to effect something new in road safety contests for my ABC Minors. A staff photographer positioned himself in the vicinity of the theatre for four consecutive Saturday mornings to take photos of ABC Minors using good road sense and conforming to the road safety rules.

My members were warned that to win a prize the ABC badge must be prominently worn. The winning photographs were published in the paper and also mounted on a board for an attractive foyer display. The children photographed then had to identify themselves before they could claim their award. Plenty of free press resulted including 8 pictures.

In another successful road safety contest sponsored in conjunction with the local home and road safety committee minors were invited to list as many four letter words as possible to be found in the slogan "Road Safety Pays Dividends" for prizes amounting to $15.00. Over 300 entries were received.

Learning that the Nuneaton Festival of Arts were to bring a Town Crier to the town to announce their program, I contacted the general secretary with the suggestion that he should appear at our Minor's matinee, as it could be the first and only time that many members would ever see this traditional character. It was agreed that in return for an announcement about the festival on our stage, the town crier would make announcements in the town regarding my programs. He only arrived at the station at 10:30 but by 10:45 he was on our stage colorfully clad ringing his bell.

A painting competition in the Evening Tribune also focused attention on our Booking for "No Kidding" and being unable to promote a prize the fire chief came to my rescue and invited the winner to bring a friend for an afternoon's visit to the fire station. Again a good press resulted.



When a town crier was brought to town to announce a Festival of Arts program, manager R. J. Crabb, Ritz, Nuneaton, England, arranged for him to start his day from the theatre, where he was greeted by the A.B.C. Minors, delighted at seeing a crier for the first time.

NUMBER B17
Parade Of Twins
THEATRE: **Eckel,**
ADDRESS: **Syracuse, N.Y.**
MANAGER: **Herbert I. Brown**

The most exciting phase of our campaign for Buena Vista's "The Parent Trap" was the "Parade of Twins" which we held on the morning of the opening of the picture.

I contacted the president of the Twin and Triplet Club in town and with her cooperation we were able to enlist the assistance of about 50 mothers of twins.

They all turned out for the parade and as you might imagine the effect upon downtown Syracuse was almost electric. We arranged with the Stagnitto Music Band to lead the parade and behind them came the twins being pushed by the mothers in double perambulators. The effect was delightful and hundreds of people both on the street and in buildings along the route were enthralled. Both channels WSYR and WHEN gave it complete coverage and included it thoroughly on both their 6:30 and 11 o'clock newscasts. In addition, the Post Standard picked it up and gave us a four-column spread, as did the Herald Journal.

Prizes were promoted from McCrory's Five and Ten and were awarded to the handsomest twins, prettiest twins, youngest, those looking most alike, etc.

Another tie-up which was effected should give us substantial coverage before the end of the engagement. This was with the Real Color Photo Company. We sold them on the idea of having a "Summer Fun" color contest based on the camping aspect of the picture. They awarded a first prize of a $169 movie outfit; a second prize of $50; a third prize of $25; and other smaller prizes. To tee off the contest, they ran a three-column ad in the photography section of the Star Magazine section explaining the contest and, of course, giving substantial mention to "The Parent Trap". In addition to the ad, a flier explaining the contest rules, along with "The Parent Trap" copy, was placed in every photo-finishing envelope that went out to customers. This represents about 1500 bags a week which delivered the "Parent Trap" message. Of course, large set pieces were placed in the windows of each of 12 participating stores, which are located in key shopping centers in town.

Because a key scene in the picture shows the twins reaching for a carton of Carnation Milk, we were able to tieup with that company and as a result we had a display in each of the P&C Super Markets in the area. In addition to this, they incorporated a one column 11 inch "Parent Trap" ad in their large weekly spread.

We held a coloring contest with the area Brown weekly newspapers and results were nothing short of sensational.

Disc jockeys were contacted and plugged the hit tunes from the picture namely "Maggie's Theme" and "Let's Get Together".

Letters were sent to all camps in the area suggesting the possibility of group attendance at the theatre in the event some of the regular activities were rained out. Giant postcards were sent to all Girl Scouts and Campfire Girls passing the word on the play-dates, etc.

We were lucky enough to obtain the front cover on the Star Magazine section of the Sunday Herald-American with a very comprehensive inside spread story.

Kay Russell, who has one of the most popular women's TV programs in the entire



MGM starts the first electronic computer survey of a preview audience following a sneak preview of "The Honeymoon Machine" at Loew's Orpheum, New York City. The audience filled out questionnaires which were printed on computer cards and forwarded on to MGM's home office for tabulation. The idea is in keeping with the theme of the picture, which features an electronic brain named "Max." The computer survey will be continued throughout the country at previews of the film.

Central New York area devoted 10 minutes talking about the picture, showing stills on the picture for two successive mornings. This was seen by thousands of women and created a tremendous amount of interest in the picture and Hayley Mills.

All in all, no stone was left unturned in selling the Disney picture and opening week's business more than justified our efforts.

G | STUNTS-BALLY

NUMBER G29
Street Bally Always Helps
THEATRE: **Amity,**
ADDRESS: **Amityville, L.I., N.Y.**
MANAGER: **Terrence McPhillips**

Even though we are not a first run and play a month after our first run competition, I feel that just sitting around and waiting for the people to come in is not for us.

One month before U-I's "The Great Impostor" was due to play at our house we had some palm sized cards made up and distributed at the theatre and all over the area. We put a sign in the lobby reading, "Look for 'The Great Impostor.' It he talks to you, you will receive tickets to see 'The Great Impostor' at the Amity Theatre."

The day before opening, we dressed an aide in a monk's costume, and he toured the area, including residential streets, giving out the cards. He picked out 100 people during the day, walked up to them and said, "I am the Great Impostor." Go and see me at the Amity Theatre tomorrow." He then gave out a pass for two.

Not only did we have a lot more people coming to the picture, but it caused quite a bit of gossip and word of mouth about a monk giving out passes to the Amity to see "The Great Impostor."

So I say, if you can get the people talking, you will get them into the theatre. Even though you are not first run, you can still "go get 'em."

NUMBER G30
Did You Ever Read the Book?
THEATRE: **Town,**
ADDRESS: **Mankato, Minn.**
MANAGER: **John Dahl**

A Nazi flag flying over our theatre doesn't seem like much of a stunt; but judging from the telephone calls I got, it showed that the people in our town are wide awake and looking up. Most people wanted to protest; but it gave me a chance to give my pitch about wanting to shock them so they would see Columbia's "Mein Kampf" and if they saw the picture they would make sure a Nazi flag would never fly over the court house, etc. Since I am an officer of the local V.F.W. post, it wasn't hard to convince them of my feelings and I'm sure I sold a lot of tickets.



Herbert I. Brown, manager, Eckel, Syracuse, N. Y., centered his recent campaign on Buena Vista's "The Parent Trap" on a "parade of twins".

We were raided by the local college boys who tried to steal the flag. They "borrowed" our ladder but the police arrived in time to "save us." Naturally, we knew of their plans and a lot of good natured fun was had by all and we got the benefit of the publicity.

The local college has a German Club, who all attended and after the show was over I gave them the flag, which we had made very reasonably.

We also had a loud speaker out front playing the lobby record furnished by Columbia and that startled a few people and attracted many.

NUMBER G31
Ties In With 'Go-Kart' Races
THEATRE: **Ritz**
ADDRESS: **Barnsley, England**
MANAGER: **A. W. Seddon**

Publicity for the MGM's "The Green Helmet" started six weeks in advance of playdate when I learned that a new Go-Kart Track was to open in the vicinity. A special "Green Helmet" trophy was donated by MGM and was awarded to the winner of the "Green Helmet" race. Posters giving full credit to the theatre and the picture were placed all around the track. The program included full credits and over 2000 attended the opening.

The race will now become a monthly feature and though the film will have gone the theatre will continue to receive useful publicity.

Two weeks prior to playdate a display of Go-karts was mounted in the foyer. This also drew attention to the motor rally, which I staged on the opening Sunday. With the wholehearted co-operation of the Barnsley Motor Club, 20 cars took part and covered a course of 80 miles. Each car carried plugs and since it was a very fine day it is not possible to estimate how many thousands must have seen them. The start was the Ritz Car Park and the finish was a field on the outskirts of the town and both locations were plastered with posters.

The winners of both the Rally and Go-Kart race received their trophies on the Ritz stage from the Mayor of Barnsley. All these events were very fully covered by the local and county papers to give the greatest number of column inches in a single week yet.

Eight window displays were devoted to fashion, hairdressing, jewelry, music and book displays.

NUMBER G32
Guide For Girls Helps
THEATRE: **Mansfield**
ADDRESS: **Mansfield, La.**
MANAGER: **Frank Patterson**

We recently played MGM's "Where The Boys Are" to the tune of 300 per cent and here is how we did it.

Starting three weeks before playdate we gave out "A Guide For Girls"—What To Do and What Not To Do When You Go 'Where The Boys Are'. These heralds in two colors are available from printing company listed in the press book with back cover blank for imprinting. We bought 1,000 and gave them to all women and girls and they proved extra special and most effective.

We bought 50 giant size window cards and two weeks before play date distributed them over the town and Parish, or County to you. These read: (date) "30,000 College Students Converge On Fort Lauderdale, Fla., Beaches Every Year For The Easter Holidays. 379 Jailed During 3 Day Period This Year. What's It All About? See (with ad mat used in bottom half of card with just below it at the bottom of card, "Filmed Where It Actually Happens Every Year."

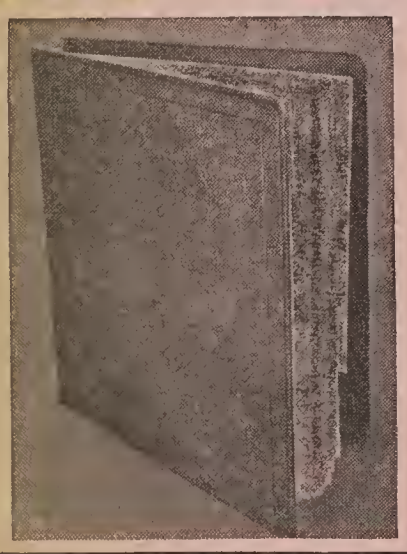
We don't know why, but without adding anything further, this creates in the mind sexy connotations.

In addition, we sold a full page co-op ad to merchants in my town with the paper coming out on Thursday preceding Sunday opening of the picture. The editor was persuaded to print an article about the Fort Lauderdale whing ding on the page opposite the society page.

On the Saturday preceding our opening we promoted the use of a new Rambler American convertible from the local dealer. Along with five pretty girls properly attired with beach balls, colored glasses, beach hats, tee shirts and short shorts, we put a large banner on each side of the car and then with my sound car in front of them we drove

(*Continued on page EX340*)

SAVE . . . these EXPLOITATION sections!



Specially Numbered, Classified, Indexed and Punched for Filing, they will prove to be an encyclopedia of useable exploitation stunts.

A standard 10½" x 12¾" Ring Binder can be purchased locally, or the sturdy 3-ring

Service-Kit Binder

capable of holding two full years of data is available to Subscribers for $1.50 each.

(Price includes shipping costs. Cash with order, or C.O.D.)

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BOOK SHOP

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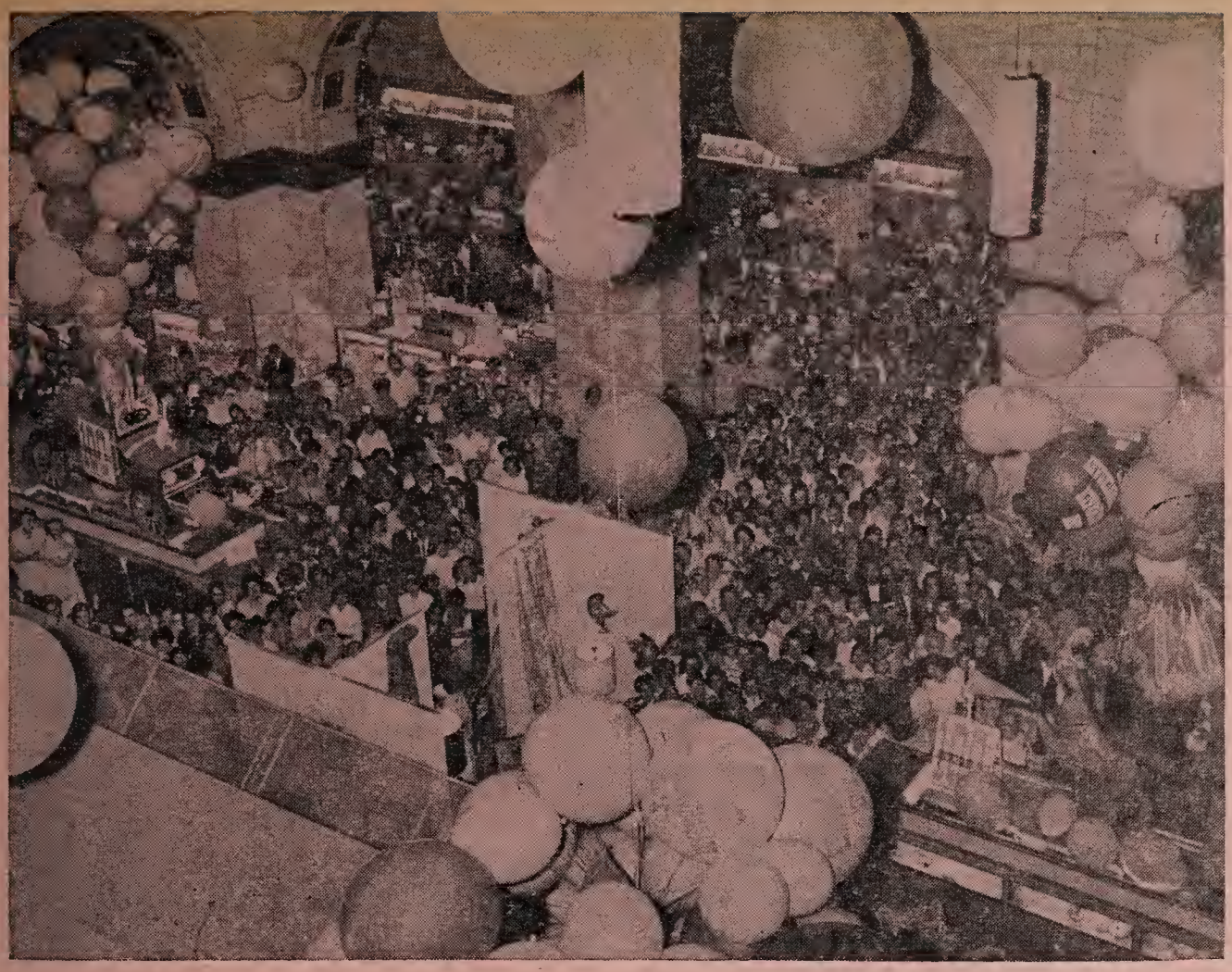
"Gal Friday Preview" By D. J. Boosts MGM Pic

NEW YORK—MGM and radio WABC made news the other morning while many New Yorkers were still asleep.

The first "Gal Friday's Preview" of a motion picture was held at the Rivoli where WABC's Herb Oscar Anderson played host to an all-female audience at a seven a.m. showing of MGM's "Two Loves." The early start allowed the girls, all listeners to his radio show, to see the film, have coffee and doughnuts, and still be at their office desks by nine a.m.

Anderson did his entire broadcast from the theatre lobby beginning at six a.m. and concluding at 10 a.m. It was all a part of "Herb Oscar Anderson Appreciation Day," a special event for his listeners. He interviewed members of the audience after the screening about their reactions to the film.

The special preview was plugged by Anderson for a week.





The stars of Warners' "Parrish," above, display one of the in-store cards used to announce their personal appearance at department store to plug the Fairchild-Warners "talent search" contest and the local opening of the film. On the left, the Grand Court of the department store is seen crowded for the stars' appearance.



Above, TV's Dick Clark discusses the making of a tape with Stevens and Donahue during their one-day visit to town; below, left to right, Stevens and Donahue are seen besieged for autographs by some of the fans who greeted them during their visit to the Wanamaker store; the stars and executives of the store at a luncheon at which they were interviewed by some representatives of television and the press, as they were serenaded by members of the Bell Choir of St. James Methodist Church of North Philadelphia; and the stars surrounded by some of the 200 high school and college newspaper editors who interviewed them during their visit to the store.

Young Stars On Parade

Some 12,000 fans thronged the Wanamaker store in Philadelphia recently for the personal appearance of screen stars Troy Donahue and Connie Stevens and video's Louis Quinn. The visit was to herald the opening of Warners' "Parrish" at the SW Stanley Theatre and the Warner Brothers-Fairchild Camera Company Talent Hunt Contest; and was arranged by Irving Blumberg, Warner Brothers Pictures' field-man, and Roy Robbins, Stanley Warner Theatres' publicist.

In this, the accompanying exploiteers aimed for and obtained the attention of teenage movie fans in a department store tie-up which garnered the desire away from the theatre publicity.

The hard-working, most cooperative visiting celebrities did everything expected of them in their in person jaunt. Needless to say, results publicity-wise were almost better than the exploiteers expected, which is certainly saying a lot.

Surveys have indicated that the younger set comprises the most faithful band of moviegoers, and the crowds that dogged the footsteps of the new screen stars is proof that they are willing and anxious to support their favorites. It is a story that has been repeated wherever popular new faces have hit the road for public appearances.

The interesting and novel tieup with Fairchild movie cameras whereby everyone can become either a film star or a talent scout has resulted in a host of excellent newspaper breaks, along with valuable retail displays calling attention to the picture and its stars as well as the camera.

Combining the elements of a fine motion picture based on a best-selling novel, a host of bright new film faces aimed at capturing the attention of the young and relatively young filmgoing population, and a campaign designed to insure maximum penetration of the film's sales message at point of purchase and away from the theatre, "Parrish" has become one of Warners' big ones.

In Philadelphia as well as elsewhere across the land, the excitement generated by new stars and new promotions have proven the chemistry of showmanship to be as potent as ever. The stars TV popularity was also stressed.







COMPANY ASSISTS

MGM has assembled a $250,000 exhibition of costumes, props and art objects used in filming Samuel Bronston's "King Of Kings" for showing in key cities coincidental to first road show engagements of the film this fall. The collection includes costumes for which special fabrics and needle-craft were developed in Valencia and Madeira, Roman armor forged in Toledo, jewelry designed and executed in Granada, and paintings and murals specially commissioned by famous artists for the production. The exhibit will be made available to museums, public and private schools and church and civic organizations. Special permission had to be obtained from the Spanish government to export the collection to the United States.

UNIVERSAL and Gold Medal Books have just developed a joint promotional campaign on "The Last Sunset" which features three special pieces which can be used for tieups between local book dealers and exhibitors on the new pocket edition. The original title of the book was "Sundown At Crazy Horse." The Gold Medal Pocket book carries the title "The Last Sunset" with full credit to the film. The special promotional material includes a book rack card; a window streamer and a sticker, all of which urge the public to read the book and see the movie.

SAVE THESE EXPLOITATION SECTIONS FOR A PERMANENT RECORD

THE NEW 1961 "Showman-of-the-Year" CONTEST

•

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year, a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

$3000 IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.



The above special ad was run by RKO Theatres in all the New York newspapers in conjunction with the opening of Paramount's "The Ladies Man." It bears the personal endorsement and signature of every RKO manager, the first time this was attempted on a circuit-wide basis.

GUIDE FOR GIRLS

(Continued from page EX-338)

over the business and residential section of town playing the Connie Francis recording of the title song. We rated a newspaper photo for this is the following week's edition of the paper and this helped the last night's showing quite a bit. We ran the picture five days instead of the usual three and upped our admission 10 and 15 cents to give things a little more prestige; and the picture beat everything we have played this year with the exception of one film.

MGM gave us this picture flat; and it was then that we decided to go all out and try to make a buck or two. By all out we mean that we spent the fabulous amount of $23.89 plus lots of leg work. Of course, the newspaper advertising was all promoted; and this was in addition to our regular advertising which consists of a front, trailer and three sheets and one sheets posted near the school.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.



Here are the three winners in the Paramount, Boston, Mass., local ghoul contest held in connection with the showing of American-International's "Black Sunday." Contestants had to come to the theatre in their costumes—and some of them never made it.

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CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 346 West 44th St., New York 36, N. Y.

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DRIVE-IN OPPORTUNITY—E-7 Projectors, Heavy Pedestals, RCA Soundheads, Altec amplification, Lenses, Ashcraft Hydroarcs w/ water circulation, new 200W Amplification all for $2995.00. S.O.S., 602 W. 52nd, New York 19.

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SLIDES for songs, coming attractions, special announcements. WHITLEY, 2123 Stanley, Fort Worth, Texas.

NEW EQUIPMENT

SIGN UP WITH THESE MASONITE Marquee Letters, fit Wagner, Adler, Bevelite. Black or red. 4"—40¢; 8"—60¢; 10"—75¢; 12"—$1.00; 14"—$1.50; 16"—$1.75; 17"—$2.00; 24"—$3.00 (10% discount 100 letters, or over $60.00 list). S.O.S., 602 W. 52nd, New York 19.

THEATRE SEATING

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COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 160 Hermitage Avenue, Nashville, Tennessee.

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FOR SALE: 532 car Drive-In Theatre, County Seat, Nearest competition 23 miles. Retiring. Full particulars on request. Twenty five thousand down required. SUNSET THEATRE, Lapeer, Michigan.

WILL SACRIFICE for quick sale. 425 car Drive-in Theatre and Go-Kart Track in popular vacation area Manchester, Vermont. Illness forces sale. For interview contact JOHN B. JAMES, SR., owner, Lake Shaftsbury, Shaftsbury, Vermont.

PARK THEATRE, WILMINGTON, Delaware. 700 seats, perfect condition, newly redecorated. Equipped for CinemaScope. Excellent investment for circuit or independent. Write RALPH MARGOLIN, 613 West 30th St., Wilmington, Delaware.

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70¢ per yearly set of sheets, without binder, including postage

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This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

FAMILY SITUATION WANTED: Experienced in all phoses af theotre operations, conventionol and drive-in. Want to relocate in Northwest but will consider any reasanable offer. **BOX A726, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

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Founded in 1933 by
CHARLES E. "Chick" LEWIS

AUGUST 2, 1961 | Volume 66 | Number 9

IN TWO SECTIONS • THIS IS SECTION ONE



Penna. Censors Lose In Court

(See Page 6)

Exhib's Campaign Defeats Pay-TV

(See Page 7)

Leonard Lightstone was named recently as international sales director for Joseph E. Levine's Embassy Pictures Corp. He was formerly with Rugoff Theatres.

Fuel For The Fires Of Dissension . . . see editorial—page 5

TWO GREAT STARS IN A BOLD, EXCITING LOVE STORY!

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MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 9

AUGUST 2, 1961



FUEL FOR THE FIRES OF DISSENSION

THE COMPLAINTS about unfair trade practices on the part of distribution are common and often justified, but the spirit of fair play makes it necessary to admit that some distribution practices have been forced by exhibitors. Any fair minded observer will agree that the guilt in industry disputes can not be fairly placed at the doorstep of either party to the controversy.

Sometimes, a particular situation will force an otherwise friendly distributor to re-evaluate trade practices. Sometimes, unfortunately, an exhibitor will abuse the concept of fair dealing.

Perhaps no single factor has contributed more to industry discord than competitive bidding. Consider the exhibitor who offers a big guarantee for a picture on which his opposition may not even bid. Why? In more than one case, the theatreman is building a law suit, looking to the day when he can say to a jury, "See what I had to do to get a picture."

Some exhibitors also abuse the privilege of the second feature. Suppose a theatre with a policy of playing two top features in a key run buys one at a high flat rate, guaranteeing the distributor a good price. He follows this by booking a second good film at a high percentage rate. Deducting the flat price from his gross before figuring the percentage, he may well wind up paying one of the distributors involved a ridiculously small amount for a good film during an engagement that racked up a sizeable gross.

Distributors are not idiots. Burned once, they quickly learn their lesson. The next time the exhibitor deals with them, he finds the contract limits the price that can be deducted for the second feature.

There are also situations wherein a drive-in will bid top money for both ends of a show in an effort to keep product away from a competing theatre. This of course raises bidding to a ridiculously high level that is suicidal and keeps the antitrust lawyers in business.

Let us look now at the situation where exhibitors, in an effort to avoid painful bidding, agree to split product. The courts have ruled such an arrangement to be legal. All too often, however, the distributor with a first-class picture may find that the split has relegated him to a second class house. His dissatisfaction is understandable and more fuel has been added to the fires of dissension.

All of the above goes to prove that in those areas plagued with unfair trade practices, all factions of the industry contribute to the unhealthy situation. We have learned of a situation in an important metropolitan market where a particular film company has curtailed bidding on some films, preferring instead to place them in the theatres that promise the best and fairest return. This seller has come to realize that in an industry where inflated overhead figures are not uncommon and where distrust is widespread, the bid that appears on the surface to be the best may well turn out to be the worst.

For several years, it has been our contention that the best way to remove the distrust and unfairness in film buying would be the establishment of a fair sliding scale formula based on an independently arrived at overhead estimate, wherein each film would receive its fair rental determined by performance. To this end we devised the well known sliding scale formula which is still in constant demand. Exhibitor response was discouraging, to say the least. The handful who were willing to open their books to independent determination of overhead led to the inescapable conclusion that fewer people were interested in fair buying and selling than we had expected.

Until all facets of our industry are ready to deal above the board, unfair practices by both buyer and seller will be commonplace occurences. One can expect no more in a situation ruled by mutual fear and mutual distrust instead of cooperation and fair play.

LOOK ELSEWHERE FOR A WHIPPING BOY

THE INDUSTRY declines, the audience decreases, and the harbingers of doom look for a whipping boy. A self-styled genius who likes his name in print drags out an old chestnut and raps the theatreman. Exhibitors, he charges, don't know how to operate their theatres.

The answer to the problem, however, lies much deeper. This ailing industry must be treated in several areas before its ills are cured. Let's examine one here. It has been said that figures don't lie, but liars figure. Mindful of that warning, we still believe that something may be learned from a perusal of the following comparative figures:

In 1956, all distributors placed a total of 4,431 pages of advertising across the entire trade press, excluding the west coast dailies. For the following years, advertising was—1957, 3,789; 1958, 2,471; 1959, 2,900; 1960, 2,586; and for the first six months of 1961, 977 as compared to 1,373 in the same period last year. It doesn't take a genius to know that 1961 will represent a new low.

The lower production schedule can not be blamed for the drastic drop. Some executives maintain that advertising in mass appeal magazines makes up for the decline in trade paper ads. How silly can you get?

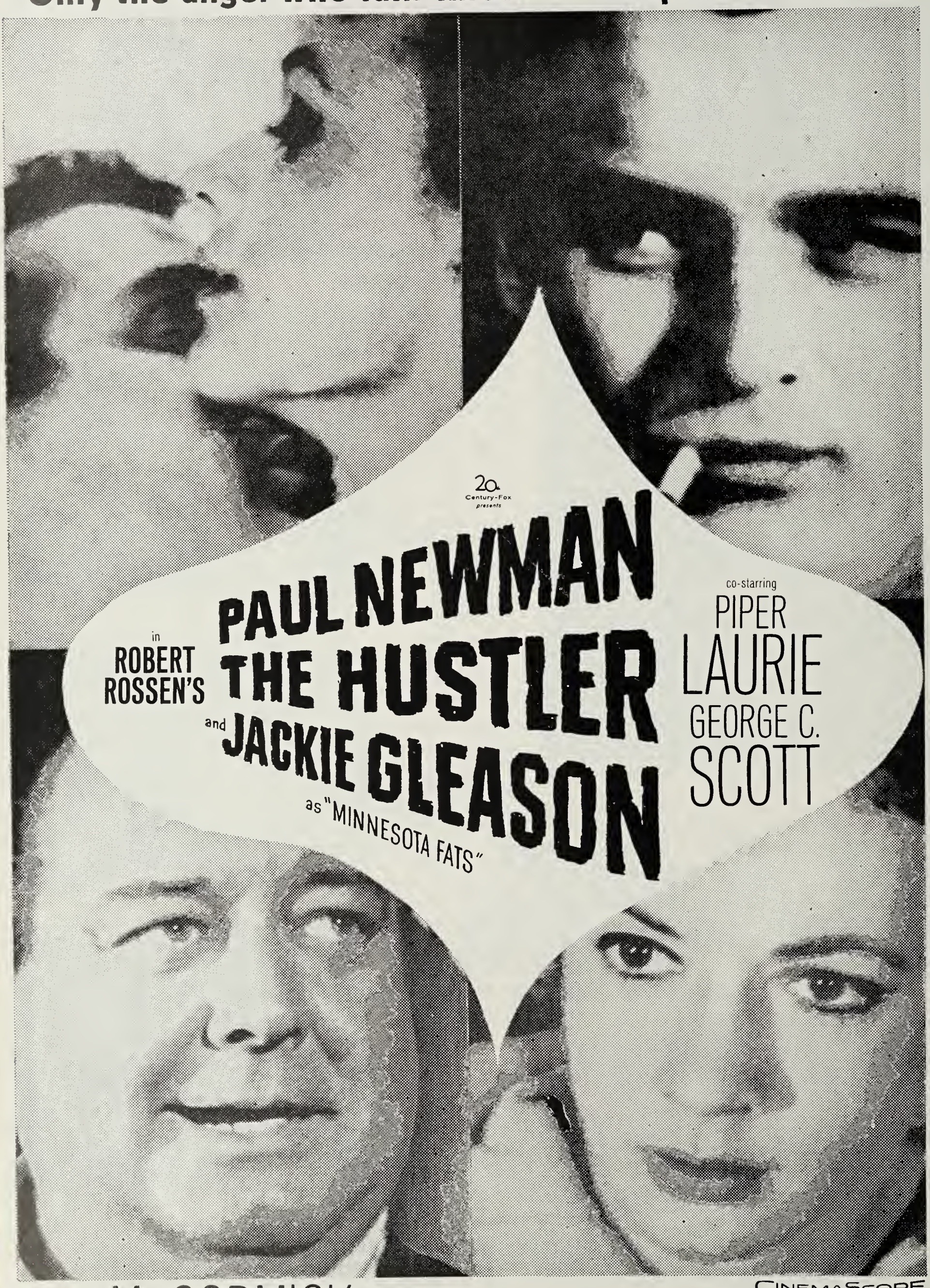
If the distributor does not think enough about his product to whip up the enthusiasm of the men who must sell it to the public, how can he expect the theatre to go all out in its sales pitch to the eventual consumer.

In this regard, it is pleasant to call attention to a singular exception to the downbeat philosophy currently plaguing distribution. MGM is preparing to embark on a big trade advertising schedule for upcoming product.

Excite your exhibitor, and he is more likely to excite your theatregoer. Keep him in the dark, and you have lost the fellow who could be the film's best salesman.

So look elsewhere for your whipping boy.

Only the angel who falls knows the depths of hell . . .



20th Century-Fox presents

PAUL NEWMAN

in ROBERT ROSSEN'S

THE HUSTLER

and

JACKIE GLEASON

as "MINNESOTA FATS"

co-starring

PIPER LAURIE

GEORGE C. SCOTT

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with MYRON McCORMICK

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for September... from 20th... ELECTRICITY!



NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

A son **Edwin, Jr.**, was born to the **Edwin Giffords** last fortnight. Father is a television producer and mother, **Mary Michael Pollock**, is a publicist for Cinemiracle Pictures Corp.

Diamond Rings

Mrs. Edith Margolies, of Philadelphia, announces the engagement of her daughter, **Linda Frances**, to **Sheldon Lapidus**, son of **Mr. and Mrs. Jules Lapidus**, Mount Vernon, N. Y. Miss Margolies is with Seventeen Magazine in New York, while her fiance is with a New York investment banking firm. His father, **Jules Lapidus**, is eastern division sales manager and vice-president of Warner Brothers Pictures Distributing Corp.

Obituaries

Valentine Davies, 55, died at his Malibu home following a heart attack. He was in his second term as president of the Academy of Motion Picture Arts and Sciences. Before his election to the Academy's presidency, he had served the Screen Writers Guild in official posts. He is survived by his widow, a son, a daughter, and a brother.

Jessie Martini, for 24 years a 20th-Fox inspector in Cincinnati, died after a long illness.

Sam Weiss, 50, widely known throughout the Cincinnati area, died of a heart ailment. He had been a Cincinnati salesman for 20th-Fox; sales manager for 20th-Fox in Cleveland, and Columbia branch manager in Cleveland. More recently, he had been a U-I salesman in Columbus, Ohio, and West Virginia. Survivors include his widow, **Fay Weiss**, who is president, Ladies Auxiliary, Variety Club Tent 3 of that city, and a son.

S. F. Suit Near End

SAN FRANCISCO—The final chapter in the decade-old Embassy anti-trust suit was written last week although an epilogue will be added on Aug. 4 in the court of Federal Judge Lloyd H. Burke.

Judge Burke handed down a decision that will cost the assorted major distributors and exhibitors at least $572,879.48, broken down as follows:

Actual trebled damages: $441,879.48; counsel fees for plaintiffs: $100,000; trial costs: $31,000.

When Embassy counsel Robert D. Raven gave a hint his clients, Dan McLean and Lee Dibble, owners of the Embassy, might appeal the amount Judge Burke awarded, defense attorney Arthur B. Dunne promptly offered to discuss a settlement. In such an eventuality, neither side would be able to take the case to the Appellate Court. Therefore, Judge Burke gave the embattled lawyers until Friday to attempt a compromise.

The various defendants who were adjudged violators of the anti-trust statutes by depriving McLean and Dibble of first and second run movies include Loew's, Paramount, 20th-Fox, Columbia, RKO Radio Pictures, Fox West Coast Theatres, Universal, United Artists, and others.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., JULY 31

Martin Circuit Buys 11 Independent Houses

ATLANTA—The theatre interests of Independent Theatres, Inc., in both Chattanooga, Tenn., and Atlanta have been purchased by the Martin Theatres with headquarters in Columbus, Ga.

Completion of the transaction involving 11 motion picture houses and drive-ins was announced by Moses Lebovitz, president of Independent, and Roy and E. D. Martin, owners of the huge chain bearing the Martin name.

The Martins, who head operating theatres in five states, announced that they plan to improve the properties, although at this date they cannot give an estimate of the amount involved.

"We anticipate no change in personnel of the theatres just acquired," said E. D. Martin. "Benjamin Landress, formerly with Independent, will be our city manager, and Matt Bates already is our district manager, having been in charge of the theatres operating in this vicinity."

The Independent units are the State, Capital, Brainerd, and Liberty, and the Red Bank, Highway 58, Broad Street, and 23rd Street Drive-Ins, and the new Skyway Drive-In under construction on Brainerd Road about a mile east of the site for the East Gate Shopping Center, all in Chattanooga, and the Rialto and Central, Atlanta.

Martin Theatres own television station WTVC, which went on the air in Chattanooga Feb. 11, 1958, as well as WTVM, also in Chattanooga. It also owns more than 115 theatres and drive-ins in Georgia, Alabama, Tennessee, Florida, and Kentucky.

Title to the motion picture places purchased from the Independent will be in the name of the Martin Theatres of Florida, one of the companies owned by the Martins. Principals in the theatre companies include the two Martins and C. L. Patrick.

The purchase from Independent includes the theatres, the theatre operation, and the real estate pertaining to the theatres, with the exception of the 23rd Street and Highway 58 Drive-Ins, which are on leased land.

Officers of Independent are Lebovitz, president; Jay Solomon, vice-president; Robert Lebovitz, secretary; and Robert Moscow, Rialto and Central theatres in Atlanta. President Lebovitz announced that the Independent Theatres Corp. will be continued and that efforts will continue to buy real estate.

Independent Theatres was established by the late Abe Solomon in 1912 in Atlanta. Solomon moved to Chattanooga in 1914 with the establishmenet of the Strand. In 1917, the late Sam Borisky became associated with the company and continued to be a leader in civic affairs until his death. Abe Borisky also became associated with the theatre operation before he formed his own insurance organization.



The first "sky premiere" of a motion picture took place when U-I's "Come September" was shown aboard a TWA Superjet plane six miles above the earth, inaugurating a regular service of Inflight Motion Pictures, Inc., organized to supply films for regular showings on jets during coast-to-coast and trans-oceanic flights. Seen watching are, left to right, David Flexer, president, Inflight; Jack Diamond, U-I studio publicity director; actor Walter Slezak; and Johanna Melcher, Austrian beauty winner.

BROADWAY GROSSES

"Francis" Big In Opening

NEW YORK—With holdover product, except for 20th-Fox's "Francis Of Assisi" and Universal's "Tammy Tell Me True," the Broadway houses continued at average or above last week-end.

"VOYAGE TO THE BOTTOM OF THE SEA" (20th-Fox). Paramount reported $23,000 for the second week.

"FANNY" (Warners). Radio City Music Hall claimed $107,000 for Thursday through Sunday with the fourth week sure of $176,000. Stage show.

"BY LOVE POSSESSED" (UA). Capitol reported $27,000 for the second session.

"GONE WITH THE WIND" (MGM). Loew's State hit $14,000 on the 14th week.

"EXODUS" (UA). Warner stated the 23rd week would tally $33,000.

"SPARTACUS" (U-I). DeMille reported $20,000 for the 43rd week.

"THE NAKED EDGE" (UA). Victoria claimed $16,000 for the fifth week.

"GOODBYE AGAIN" (UA). Astor garnered $16,000 for the fifth week.

"THE TRUTH" (Kingsley-Int.). Forum did $15,000 for the fifth week.

"GUNS OF NAVARONE" (Col.). Criterion hit $51,000 for the sixth week.

"FRANCIS OF ASSISI" (20th-Fox). Rivoli had a $40,000 opening session.

"TAMMY TELL ME TRUE" (U-I). RKO Palace had a $21,000 opening week.

Second UDT House Sub-Leased

DETROIT—The second United Detroit House to be subleased within a week was taken over by the Varsity Theatre Co., headed by Lou Mitchell. In announcing the transaction, Woodrow R. Praught, president, United Detroit Theatres, observed the house had been UDT-operated since opening Sept. 4, 1936. One week, ago, Mitchell and associates sub-leased the Vogue under the corporate name of Vogue Theatre Co.

High Court Kills Penna. Censorship

State Jurists Say Law Violates Free Speech; Uphold Earlier Decision In Favor Of Industry

HARRISBURG—In a four to three decision, the State Supreme Court ruled Pennsylvania's motion picture censorship code unconstitutional.

The code was passed almost unanimously by the State Legislature in 1959 as a replacement for the code that had been ruled unconstitutional by the Federal Court.

The High Court called the code a violation of the individual right of free expression and upheld a Dauphin County Court decision reached in July, 1960, after the new code was challenged by William Goldman Theatres, Inc., 20th Century-Fox and the Pennsylvania Association of Amusement Industries.

Chief Justice Charles Alvin Jones said film registration fees required under the code were "a plain attempt to tax the exercise of free speech."

Justice Michael A. Musmanno, among the dissenters, said the court was opening a "dike against the flood of cinematic filth . . . " and "that films of the most degrading character . . . may be projected without legal hindrance in Pennsylvania."

Under the proposed code, the showing of a banned film would subject the exhibitor to criminal prosecution with the jury only empowered to examine the question of whether the code had been violated and not whether the film was obscene. The code would have empowered a three-person review board to give notice that could restrain the first showing of a film for 48 hours. The standards for obscenity, under the code, were to be set in line with community (Pennsylvania) standards, and the board who would rule on the obscenity of films would be appointed by the governor, with no other specific qualifications necessary.

This code was passed by the Legislature in September, 1959, and took the place of a previous law passed in 1915 and declared by the U.S. Supreme Court to be unconstitutional in 1956.

"Blacklist" Injunction Denied

WASHINGTON—Judge Edward A. Tamm, U. S. District Court for the District of Columbia, denied the appeal of the plaintiffs for a temporary injunction to compel the MPAA and the 10 defendant producer companies to dissolve the alleged blacklist against the "Hollywood 12" who claim they have been kept from working because of their political sympathies.

The judge also denied without prejudice a motion by the plaintiffs to narrow the issues of the trial which is expected to take place during the fall or winter session of the court.

Judge Tamm did not set forth his reasons for denying either of the motions, but instructed the counsel for the defendants, former Attorney General William P. Rogers, to draft the orders for his signature.

Plaintiffs include Nedrick Young, Albert Maltz, John Howard Lawson, Herbert Biberman, Lester Cole, Robert L. Richards, Frederick I. Rinaldo, Philip Stevenson, Gale Sondergaard, Alvin Hammer, Mary Farmer, and Shimen Ruskin.

NT&T Stock Purchases Signal Control Showdown

NEW YORK—Smerling Enterprises, a family investment firm, is reported to have acquired 142,000 shares of National Theatres and Television common stock in private deals.

Report has the Smerling group buying 112,000 shares from B. Gerald Cantor, former NT&T chairman and president, and 30,000 shares from Samuel Firks, former member of the NT&T board of directors.

Sheldon Smerling, of the New Jersey family, in February resigned his post with Eastern Management Corp. to join NT&T as executive vice-president. Both Smerling and Eugene V. Klein, NT&T president, are reported seeking more NT&T shares in opposite moves to gain control of the firm.

The next meeting of the NT&T board of directors will be Aug. 10 when a test of strength between Klein and Smerling is expected. At last reports, Klein and his associates bought 17,000 shares and will continue buying.

Academy Mourns Death Of Davies

HOLLYWOOD—Upon learning of the death of Valentine Davies, president of the Academy of Motion Picture Arts and Sciences, Wendell Corey, first vice-president, issued the following statement:

"On behalf of the membership of the Academy of Motion Picture Arts and Sciences, the Academy board of governors expresses deepest sympathy to the family of the late Valentine Davies.

"Mr. Davies was, indeed, one of our industry's great men—an outstanding individual who contributed substantially to the motion picture writing profession, both as a creative artist and a dynamic leader.

"His loss will be great to the Academy which he served so ably for 10 months as president, and for many years before as a member of its governing board; an officer, and general chairman of four Academy Awards Presentations.

"Our own deep sense of personal loss will be shared by all throughout the world who had the privilege of knowing and respecting him."

Under the by-laws of the Academy, Corey automatically moves up to the presidency.

Loewenthal Joins UA

NEW YORK—Wynn Loewenthal has joined the publicity staff of United Artists as trade paper representative, it was announced by Fred Goldberg, UA's executive director of advertising, publicity, and exploitation.

Loewenthal, who has resigned his position as editor and manager of Harrison's Reports, previously held publicity posts with Warner Bros. and RKO Radio Pictures.

He attended Princeton University and the College of the City of New York, having received a Bachelor of Arts degree from the latter, where he majored in journalism. Loewenthal entered the motion picture industry as a member of the editorial staff of The Film Daily.

He succeeds Burt Solomon, resigned.

TOA Names Chairmen For 14th Convention

NEW YORK—Four co-chairmen for the 14th annual convention and motion picture industry trade show of Theatre Owners of America, to be held at the Roosevelt Hotel in New Orleans, Oct. 8-12, were named by Albert M. Pickus, TOA president.

The men, all of whom are from the Louisiana-Mississippi area, are Kermit Carr and Don Stafford, New Orleans; A. Lloyd Royal, Meridian, Miss.; and T. G. Solomon, McComb, Miss.

The convention, which Pickus said promises to be the biggest in TOA's history, opens Oct. 9, with a board meeting coming the preceding day. The trade show, to be staged in conjunction with the National Association of Concessionaires, will run from Sunday through Wednesday. Nearly all booths have already been sold.

The four co-chairmen have long been active in TOA.

Carr is president of the Paramount Gulf Theatres, an officer of the Louisiana Theatre Owners Association, and a member of the executive committee of TOA. Royal is president of the Royal Theatres of Mississippi, an officer of the Mississippi Theatre Owners Association, and an executive committeeman of TOA. Stafford operates the Capitol, New Orleans, and like Solomon is an officer of both the Louisiana and the Mississippi TOA units. Solomon, president of the Solomon Theatres of both Louisiana and Mississippi, is also an executive committeeman of TOA.

N.J. Allied Agenda Set

NEW YORK — The action of the Allied Theatre Owners of Indiana in going with Theatre Owners of America will be mulled at the annual convention of Allied Theatre Owners of New Jersey at the Concord Hotel in Kiamesha Lake, N. Y., on July 31-Aug. 3.

Milton London, executive director, Allied States, is slated to address the convention on the Allied States group life insurance program, and the convention will hear a report of the Emergency Defense Committee of ATONJ.

Milton Cohen, New Jersey district manager, Confection Cabinet Division of ABC Vending, will be presented with a New Jersey "Man Of The Year Award" for doing the most to help exhibitors.

The new slate of officers will be announced Aug. 1 with election taking place Aug. 2. There will be only two business sessions of the convention. Sam Engleman, owner, Castle, Irvington, N. J., has replaced Louis Solkoff as convention chairman. Solkoff withdrew when he joined United Artists as a film booker.

All-Industry Unit Named

HOLLYWOOD — William Forman, Roy Cooper and Harry K. Arthur, were named to represent ACE; Frank Rosenberg, SPG; and Y. Frank Freeman, AMPP, on a general steering committee to meet in the near future with Walter Mirisch, president, Screen Producers Guild, Emanuel Frisch, and Eric Johnston to plan the furtherance of programs discussed recently at cross-industry conferences at the Beverly Hilton Hotel.

Columbia Maps Studio Modernization Plan

HOLLYWOOD—The firm of architects and engineers, Faxon Gruys and Sayler, have been engaged by Columbia Pictures Corporation to conduct a survey aimed at the complete modernization of the studio's facilities, it was announced by Samuel J. Briskin, the company's vice-president in charge of west coast activities.

The architectural firm will review the component physical parts of the studio's various lots for the purpose of blueprinting the relocation of departments, consolidation of space for additional usage, and the streamlining of services through modern, up-to-date construction.

The changes have been made necessary by the growth of both the studio and independent producers' production plans for the future with Columbia and Screen Gems.

"We hope, through the implementation of the recommendations to be made," Briskin said, "to enable independent producers in both the motion picture and television fields to obtain faster and more modern services from Columbia at the least possible cost."

Al Sayler of the firm was the chief engineer engaged in the construction of CBS Television City.

ABC Names Two V-P's

NEW YORK—Martin Brown has been elected vice-president and treasurer of the American Broadcasting Company, a division of American Broadcasting-Paramount Theatres, Inc., and Michael P. Boland has been elected ABC vice-president in charge of financial controls, it was announced by Simon B. Siegel, ABC executive vice-president and financial vice-president of AB-PT. Brown will continue as treasurer of AB-PT.

Foes Of Pay-TV In New Legal Move To Overrule Approval Of Conn. Test

Alma, Mich., In Effort To Rebuild Its Theatre

ALMA, MICH.—Readers of MOTION PICTURE EXHIBITOR were told recently of a community effort by service organizations and the Chamber of Commerce for the advance sale of 52,000 season tickets to insure building a motion picture theatre to replace the city's only house, the Strand, burned down some months ago.

Last week, "The Alma Record" front-paged competition by various service organizations, reporting that the Lions, formerly in the lead in sales had been outdistanced, to date, two to one by Rotary.

No figures were released as to number of season tickets priced at $25 sold, nor a deadline set. Rubble on the site of the demolished Strand is being cleared and rebuilding will start shortly of either a new theatre or other type of structure if the required number of tickets are not sold.

Awaiting results is contractor A. Carl Schmidt, Hillsdale, who is also an exhibitor, and who will build and operate whatever the new structure is to become.

SMPTE Schedules 90th Meet

NEW YORK— Harry Teitelbaum announced that the Society of Motion Picture and Television Engineers will hold its 90th convention Oct. 2-6 at the Lake Placid Club, Lake Placid, N. Y.

WASHINGTON—A brief filed in behalf of the Connecticut Committee Against Pay TV and other exhibitors by Attorney Marcus Cohn asked the U. S. Court of Appeals to set aside the FCC order granting RKO Phonevision Company authority to conduct a three-year experiment of pay-tv over Hartford, Conn.'s station WHCT, contending that under existing law FCC does not have authority to grant any pay-tv license.

He contends that in granting the authority, FCC not only went beyond the scope of the law, but also beyond the intent of Congress at the time the Federal Communications Act was drafted.

Cohn's brief was filed in connection with the suit brought by the exhibitors to set aside the FCC order. The FCC has until Sept. 21 to file its brief in reply. RKO Phonevision, named by the court as intervenor, also may file a reply on the same date.

Cohn's brief follows closely along the lines that he has argued in the FCC hearings and in the original filing of the lawsuit, but he strengthened his contentions with new arguments and legal citations, holding that Congress, when it drafted the Act, "never envisioned the use of the air waves by a system which demands direct payments by the public to the broadcast licensee."

Detroit Gains New House

DETROIT—Even as the New Center area lost a house when the Fisher closed early this year for conversion to legit, so the section gained a sizeable one last week when the Center opened.

As the Regent, it showed the top-flight acts in the days of vaudeville. Converted to movies, it closed some years ago after a fire.

Now, with new marquee, lobby, and auditorium redecorated and fire-proofed, it seats 1,400. Opening bill was "One-Eyed Jacks" and "The Savage Innocents."

The operator, the Center Theatre Corp., has as its head Mike Basso, known here for his activity in both appliance business and as a realtor. Officers are William Friedberg, formerly affiliated with Warner Bros., and Saul Korman, who also operates the Kramer. Joseph L. Thomas has been appointed manager.

N.M. Exhibs Elect Crawford

ALBUQUERQUE, N.M. — Kelly Crawford, Farmington, N.M., is the new president of the New Mexico Theatre Owners Association, an affiliate of Theatre Owners of America.

He was elected to succeed Tom Murphy, El Raton, Raton, at the conclusion of the unit's annual convention at the Cole Hotel.

Lou Casparini, El Ray, this city, is first vice-president; Elmo Courtney, State, Clovis, secretary-treasurer; and Murphy, chairman of the board of directors.

Crawford will also serve as the unit's representative to TOA's board.

King Bros. Set Dividend

HOLLYWOOD—King Bros. Productions, Inc., has declared a seven percent stock dividend, payable Aug. 31 to stockholders of record July 31.

The current dividend represents the ninth dividend paid within the last seven consecutive years.

Perfect Campaign By Exhib Defeats Pay-TV in Calif. After Stormy Hearing

SANTA CRUZ, CALIF.—Pay TV has been soundly defeated in this city of nearly 100,000 persons in the populous Salinas-Monterey area south of San Francisco, Philip F. Harling, chairman of the Anti-Pay TV Committee of Theatre Owners of America, disclosed.

He said the defeat was engineered almost entirely by George Atton, Theatre Del Mar, a unit of the United California Theatres circuit, in Santa Cruz, who in a 10-day period mobilized sufficient public expression to have the City Council deny a petition of a local community antenna system for a 20-year extension of its operating franchise, to permit its sale to the TelePrompTer organization, developers of a Key TV pay television system.

The vote, after a tumultuous Council hearing, was 3-2 against the franchise extension, with the Mayor, John Daly, casting the decisive vote to break a 2-2 tie.

Atton had 10 days between the time the community antenna system, Pacific Telescription System, asked for the extension, and the Council meeting, to marshal opposition against what appeared to be certain approval of the extention. Only the local television station, KSBW-TV, joined him in initial opposition.

Atton immediately organized a petition campaign. He worked through his Projectionist Union local to obtain the support, and attendance at the Council meeting, of labor unions. He concentrated on the biggest churches to get the active support of their ministers. He met with senior citizens groups. He talked individually with all Councilmen and the Mayor, whom he knew personally through his active civic work as a former chairman of the Community Chest, president of Kiwanis, and president of church groups.

He wrote letters to the daily Santa Cruz Sentinal, and ran a large ad headed "An Open Letter to the City Council" in which he charged that the franchise extension request was merely a cover to assist the sale of Pacific Telescription System to TelePrompTer, which eventually would convert the cable system to pay TV. He also argued in the ad that pay TV was not in the public interest.

Throughout the campaign, Atton reported, he very carefully pointed out he was not arguing against free television service, or the need of a community antenna system because of poor local television reception. This, he said, blunted the charge that his was a selfish undertaking motivated solely by theatre interests.

Harling said Atton's campaign should be a "bible" for any theatres faced with a pay TV campaign in their community, and said he has asked TOA to publish the full campaign so the information will be made available to other theatre owners.

Hyman Pledges Full Exhib Support Of Sept.-Dec. Orderly Release Plan

NEW YORK—The first national unified concerted drive in the history of motion picture exhibition to promote quality product on the local level is gathering momentum under the aegis of Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, Inc., as part of his orderly release plan for the September-December period.

At a series of individual company meetings with the sales heads of the leading motion picture distributors, Hyman pledged the support of circuit and independent theatre operators throughout the nation who have endorsed his orderly release plan and signified in writing their willingness to bolster box-office business with a united effort.

"The showmen of America are ready now to get together and exert every means at their command to sell to the public the quality product of those film studios cooperating in the even flow of choice attractions," declared Hyman. "They have indicated their willingness to enlarge their promotional activities on behalf of potentially good box-office business-builders in a return to the showmanship which made this industry of ours. As a result of talks and correspondence with hundreds of exhibitors everywhere, I have set for myself the goal of getting all theatremen united behind this effort and then get together with the distributors of the product we need to stay in business.

"I must say it has been a most heartening endeavor so far. The theatre heads, big and small, were quick to pledge their wholehearted support. The film sales heads promised a flow of saleable product throughout the September-December period with many giving assurances that they will continue their cooperation on this particular drive well into 1962," continued Hyman.

As a result of Hyman's meetings with the distributors, plans have evolved which will kick off the new mass undertaking immediately following Labor Day with a meeting of AB-PT affiliates at the Concord Hotel, Kiamesha Lake, N. Y., where representatives of the theatre organization will be briefed by Hyman and AB-PT's top-brass on the plans now being smoothed.

"We have promised the distributors we will get strenuously behind the release of any picture that stands a chance; that we and the other exhibitors of America will make this effort in any section of the country in which they want to initially release the film; that our company and the other exhibitors of America will make their campaigns available to all other engagements so that all of the movie industry can profit. The men who make the pictures we will show will be kept abreast of the developments, too, so that they can use the experiences of the theatremen in making their plans for future pictures."

Representatives of various distributors who conferred with Hyman include:

PARAMOUNT — Jerome Pickman, Hugh Owen, Howard Minsky, Sidney Deneau, Martin Davis.

20TH CENTURY-FOX—Glenn Norris, Martin Moskowitz, Abe Dickstein, Clayton Pantages, Rodney Bush.

MGM—Robert Mochrie, Dan Terrell, Herman Ripps, Burtus Bishop, Andy Sullivan.

COLUMBIA—Rube Jackter, Jonas Rosenfield, Milt Goodman, Ira Tulipan, Martin Kutner.



Universal's exploitation kit containing publicity material contributed to every participating theatre playing "Tammy Tell Me True" on the COMPO Plan in the Pittsburgh exchange territory is examined by, left to right, Peter Rosian, Universal eastern division manager; Harry Hendel, exhibitor coordinator; and Al Kolkmeyer, Universal Pittsburgh manager.

Continental In Pact For French Production

NEW YORK—Continental Distributing, Inc., has set up a company in France for co-production to be known as Carlton-Continental, it was announced by Irving Wormser, president of Continental, who returned from a European trip during which he concluded arrangements for the new company with Raoul Katz of Carlton Fiim Export.

The first co-production scheduled for Carlton-Continental is already before the cameras in Paris and is titled "La Belle Americaine." Robert Dhery, who created "La Plume de Ma Tante," the French revue which was such a smash hit on the stage here and abroad, is both the director and star of the new film. Colette Brosset, Dhery's wife, who appeared with him in the revue, is co-starred.

Continental Distributing, Inc., has formerly confined its co-production activities to England.

According to Wormser, "La Belle Americaine" is only the first of several films to be produced by Carlton-Continental within the next 24 months.

SW Declares Dividend

NEW YORK—The board of directors of Stanley Warner Corporation has declared a dividend of 30 cents per share on the common stock payable Aug. 25 to stockholders of record Aug. 10.

BUENA VISTA—Irving Ludwig, James V. O'Gara, Leo Greenfield, Jesse Chinich, Charles Levy.

UNIVERSAL—Hi Martin, Frank McCarthy, David Lipton, Phil Gerard.

WARNER BROS.—Charles Boasberg, Bernard Goodman, Dick Lederer, Jules Lapidus, Grover Livingston, Ralph Iannuzzi, Joe Hyams, Ernie Grossman, Max Stein, Ollie Williamson.

UNITED ARTISTS—James Velde, Al Fitter, Milt Cohen, Bud Ederle, Fred Goldberg, Gabe Sumner, David Chassman, Al Fisher.

ALLIED ARTISTS—Morey Goldstein, John Dervin, Nicky Goldhammer.

Catholic Aid Urged For "Good" Movies

WASHINGTON, D.C. — Catholics should support good movies at the boxoffice as a means of increasing the number of such films, a National Legion of Decency official declared recently at a special screening of 20th-Fox's "Francis Of Assisi" for 300 nuns attending summer sessions at the Catholic University of America.

Mrs. James F. Looram, chairman of the motion picture department of the Federation of Catholic Alumnae, told her audience that to encourage a positive approach toward movies, the legion has, since 1958, recommended Catholic family patronage of "more than a dozen" films which it regards as artistically superior as well as having sound moral values. Among these are "Inn of the Sixth Happiness," "The Nun's Story," "The Diary of Anne Frank," and the current "Francis Of Assisi," which the legion has given an A-1 "family" rating with a recommendation.

Speaking to the nuns following the special showing, Mrs. Looram praised "Francis" because of its ability to edify as well as entertain. Mrs. Looram sees reason for both optimism and pessimism regarding today's movie audiences. "I understand the public supported 'The Nun's Story,'" she said. "But there have been several others recently that did not draw audiences they deserved. . . . 'Sunrise at Campobello' and 'The Sundowners.'"

One vital and important way that people's critical tastes can be improved is in the organization of film discussion clubs, Mrs. Looram stated. She cited such clubs, which are in operation at Georgetown and Notre Dame Universities, at Mundelein College and the Newark Archdiocese.

Phila. Pioneer To Relax

PHILADELPHIA—After 37 years of service, Joseph M. Redanauer is going into semi-retirement from the New Jersey Messenger Service. Redanauer, one of the real Vine Street pioneers, has been general manager of the film hauling firm since its inception.



REDANAUER

Meyer Adleman, president of New Jersey Messenger Service, in announcing the decision said, "Joe has been a good right arm to us from our earliest days. He helped us grow from a single truck operation to the point where we now cover every major and minor shipping point in South Jersey. Much of our growth is due to his efforts."

Redanauer, who lives in Barrington, N.J., will celebrate his semi-retirement date with a dinner for all of his friends in the motion picture industry followed by a trip to see the Phillies play at Connie Mack Stadium on Aug. 7.

Levine Plans New Comedy

NEW YORK—Joseph E. Levine, head of Embassy Pictures Corp., has acquired the motion picture rights to "I Married A Psychiatrist."

Bingo Suffers Setbacks

INDIANAPOLIS—Legalized Bingo is seen dead in the midwest with the Indiana General Assembly refusing to explore the possibilities of its legality and the Illinois House of Representatives defeating a bill.

S. F. City Fathers Seal Doom Of Fox

By MARK GIBBONS

SAN FRANCISCO—Last week (July 26), the 10-story, 4,670-seat Fox Theatre was all but relegated to the rubbish heap, and in the next weeks to come quite possibly will be a parking lot. All because this city's fathers have decided against a $1,050,000 bond issue to purchase the venerable playhouse as a convention auditorium.

It was a victory for Mayor George Christopher, the lone top city official who opposed the purchase. Christopher still is smarting under the fiasco of the erection of Candlestick Park, the baseball stadium for the Giants, which rapidly is becoming a civic venture flop. The stadium on windswept San Francisco Bay already is 25 percent below last year's baseball attendance, and it is apparent that Christopher doesn't want to make the same possible mistake twice with city funds. The only difference being it cost upwards of $50,000,000 to build Candlestick, and the buying price of the Fox with a convention hall already available would cost $1,-050,000.

Peter Speros, Fox real estate representative here, told MOTION PICTURE EXHIBITOR plans have been reactivated to start demolition of the Fox "within a few weeks unless another buyer is found."

In a bitterly argued session, the Board of Supervisors turned down a proposal to put the Fox bond issue on the ballot in November, which would have made it mandatory for the city to pony up the $1,050,000 to buy the Fox if the voters went that way. There is no doubt that with sentiment riding so high in favor of preserving the Fox the voters would have agreed.

N.Y. Film Studio Opens

NEW YORK—This city's newest motion picture studios were opened in the heart of midtown Manhattan last week by Tele-Video Productions.

The largest addition in the last two years to New York's growing film industry, the Tele-Video studios and offices are at 316 West 57 Street. Staffed by a crew of motion picture veterans under the direction of Lew Pollack. president of Tele-Video, the studios will be used for the production of television commercial films, TV film series, and feature motion pictures.

Fully equipped and air-conditioned, the Tele-Video studios include two large sound stages, the larger being 60x100 feet, a complete construction shop; camera, editing, sound, electrical and property departments; a modern functional kitchen for home-economists: dressing rooms and offices. The studios are equipped with coaxial cables for "live" and tape productions.

Bowling Center Expands

CHATTANOOGA, TENN.—A $400,000 expansion program is being carried out at Holiday Bowling Center on the west side of the site for the multi-million dollar East Gate Shopping Center.

In announcing enlargement plans, Moses Lebovitz, president, Independent Theatres, Inc., owner of the center, and Lloyd Ludwig, Englewood, N. J., president, American International Bowling Corporation, lessee, said 16 lanes are to be added and that the center will be the largest in the area when this number of lanes is added to the 32 already in use.

Expanded Para. Production Schedule Confirmed At Studio Exec Meetings

HOLLYWOOD — Top-level meetings of Paramount Pictures home office and studio executives were concluded with the establishment of an expanded production program to be actively sought by the studio. A number of important productions with international audience appeal were confirmed for late 1962 and early 1963 release. The films will begin shooting in January, at the Hollywood studio and on location throughout the world.

Paramount thus served notice its doors were open to the indies.

Spearheading the broadened production program and the company's increased investment in motion picture features were Barney Balaban, president of Paramount Pictures; Paul Raibourn, vice-president; George Weltner, vice-president in charge of world sales; Jerome Pickman, vice-president and general sales manager; Russell Holman, eastern production manager; and Martin Davis, director of advertising, publicity, and exploitation. Jack Karp, vice-president and studio head, chaired the sessions, which were also attended by Martin Rackin, executive in charge of production, and other studio officials.

January starts were assigned to four pictures, beginning with the Jack Rose production, "Who's Got the Action," starring Dean Martin and Lana Turner. This will be followed by the Debbie Reynolds starrer, "My Six Loves"; the Beloin-Richlin production, "Villa Mimosa"; and the Martin Poll-Martin Ritt production, "Sylvia," starring Paul Newman.

Producer Hal Wallis will contribute two productions to the 1962 filming season with a new Elvis Presley picture, "Roustabout," and "Decision at Delphi." There will also be two pictures from the Perlberg-Seaton team, "Night Without End" and "The Hook." Henry Blanke will contribute three films to the schedule, "Mistress of Mellyn," "Affair in Arcady," and "The Stepmother."

Jerry Lewis will put one of his own productions before the cameras early in the 1962 season. Other films now in preparation and projected for starts in the new year are "Easter Dinner," to be produced and directed by Melville Shavelson in Italy; Yorkin and Lear's "Cock-A-Doodle Doo," based on the Broadway hit, "Come Blow Your Horn"; "No Bail For The Judge," produced by Gant Gaither; "The Rounders," to be produced and directed by William Wellman; and Henry Hathaway's "It's Murder."

The 1961 season will be rounded out by the John Ford production, "The Man Who Shot Liberty Valance," starring James Stewart and John Wayne; Hal Wallis' "A Girl Named Tamiko," starring Laurence Harvey and France Nuyen; Jerry Lewis' "The Errand Boy," and another Lewis production to start before the end of the year; and "The Iron Men," which Martin Poll will produce in Italy with John Cassavetes directing. These are in addition to the currently filming "Escape From Zahrain," starring Yul Brynner and Sal Mineo, and "Hell Is For Heroes," starring Steve McQueen and Bobby Darin.

Martin Davis, Paramount director of advertising, publicity and exploitation, has scheduled a series of international merchandising and promotion meetings this week at the New York home office in preparation for the company's intensive fall and winter release schedule.

Embassy Names Lightstone As International Sales Head

NEW YORK—Leonard Lightstone has been named international sales director for Embassy Pictures Corp., it was announced by Joseph E. Levine, president of the film company.

Lightstone has resigned as vice-president and film buyer for Rugoff Theatres to accept the new assignment.

The appointment of Lightstone as sales manager is in line with Embassy's expansion into the areas of production and distribution of major film product.

A native of New York City, Lightstone has had an extensive career in the motion picture industry. Prior to Rugoff Theatres, he was associated with the Island Theatre Circuit, Storch Theatres, and the M.E. and H. Amusement Company.

NT&T Launches Facelift For Key Calif. Houses

BEVERLY HILLS, CALIF. — Extensive modernization of its key theatres on the Pacific coast is being undertaken by National Theatres and Television, Inc., it was announced by Eugene V. Klein, president of the company.

Klein said the circuit is active in conducting a survey of houses which will be remodeled. The renovation program includes new floors, seats, increasing the spacing of seats to assure greater patron comfort, lenses, and installation of new projection equipment.

Approximately $115,000 is presently being spent for installation of complete, modern refrigeration systems for the Capri, Van Nuys; Guild, North Hollywood; and Village and Bruin, Westwood Village. Installation is expected to be completed in early August.

Also undergoing a complete remodeling job is the Wilshire, Santa Monica, where $75,000 has been earmarked for improvements. An air-conditioning system was recently installed in the Fine Arts, Beverly Hills. Further remodeling will include new lobby poster cases, box office, and front doors.

Other theatres scheduled to undergo facelifting include the Fox, San Diego; Senator, Sacramento; and the Paramount and Grand-Lake, Oakland, Klein added.

The modernization program is under the supervision of Sheldon Smerling, executive vice-president; William H. Thedford, Pacific coast division manager; and J. Walter Bantau, construction-purchasing director.

UDT House To Mitchell

DETROIT—Woodrow R. Praught, president, United Detroit Theatres, announced that the Vogue had been sub-leased effective July 26. The new tenant will be known as the Vogue Theatre Company, and its president is Lou Mitchell.

Mitchell also heads Mutual Theatres, an organization which buys and books for a dozen houses. He also operates the Algiers. In association with him is Del Ritter, a former president of Cooperative Theatres of Michigan.



The NEW YORK Scene

By Mel Konecoff

ASIDE TO WALTER READE, JR.: We understand that the series of special children's features sponsored by the Children's Film Foundation which your Continental Distributing is handling is really picking up in interest and in attendance, according to reports from the field, and right now would be a wonderful time to start planning fall shows in conjunction with schools and local theatres as well as with parent-teacher groups, etc. We have faith in the need and desire for a program for the youngsters, especially when it's backed by a campaign that can arouse curiosity and attention.

ASIDE TO MAX YOUNGSTEIN: Now that the news is finally semi-official, we think you'll be missed at the old stamping grounds.

ASIDE TO ERIC JOHNSTON: From what we hear around, it would be a mistake for the industry not to be represented at the forthcoming World's Fair in New York. If you turn this down on an industry basis, we wouldn't be at all surprised if some individual producer or distributor like Joe Levine might not come in with a lavish display plugging his own pictures on a novel basis.

ASIDE TO JIM SHANAHAN: We think you are doing a wonderful job with the press relations on the new Summit Hotel located at Lexington Avenue and 51st Street (free plug), and we hope the Tisch's appreciate same.

ASIDE TO SI SEADLER: Next time you're in the market for lightning bugs in season let us know. We think we can give you a better price, and the light is longer and brighter.

ASIDE TO WYNN LOEWENTHAL: Congratulations on taking over trade press contact spot at UA. At least if we holler it will be at someone we know. Also all the best.

ASIDE TO NEW YORK UNIVERSITY FILM DEPARTMENT: Dore Schary due to address some of the students on "What's Right And What's Wrong In The Theatre" today (Aug. 2). It should be interesting.

ASIDE TO CHARLIE OKUN: Whatever happened to that rendezvous we were working on mit the films, etc., etc.?

ASIDE TO HARRY FELLERMAN: Sorry we couldn't make the fishing bit but we got tied up.

ASIDE TO ACTOR CHEDAFIMIGI XAVIER BARKENULOWYSKICZ: Either you're gonna have to shorten your name or theatre marquees are gonna have to be made in Cinerama.

ASIDE TO MIKE HUTNER: So where's the book 'n' ball?

ASIDE TO DIRECTOR GORDON DOUGLAS: If those thousands of crickets really bothered Elvis Presley when he was singing in Yankeetown, Fla., we'd suggest the area be sprayed with a mixture of DDT and chlordane. We won't pull that old chestnut about Presley and critics.

ASIDE TO NTS' BILL TURNBULL: That was a mighty load of bluefish you caught. How did they taste?

Kim Novak Signs Pact For Three With Ransohoff

NEW YORK—Kim Novak, who recently formed her own motion picture production company (Kimco), has signed a partnership deal for three pictures with Martin Ransohoff, who will produce each of the films set to star Miss Novak.

This deal marks the first time that the star has contracted to make films away from Columbia, to whom she has been under exclusive contract until now.

The trio of films will be jointly produced by Ransohoff's Filmways, Inc., and Miss Novak's Kimco Pictures Corporation. The first, Embassy's "Boys Night Out," will enter production early this fall.

To be financed by film showman Joe Levine, "Boys Night Out" will be released by MGM. This film marks Ransohoff's initial motion picture effort. Heretofore, his Filmways company has been involved exclusively in television activities.

L&G Names Murphy To New Cinerama Unit

HARTFORD, CONN.—Doug Amos, general manager, Lockwood and Gordon Theatres, has announced appointment of William F. Murphy, managing director of the Cine Webb, Wethersfield, Conn., for the past four years, to a similar post at the Colonial, Hartford, henceforth to be known as The Cinerama Theatre.

Murphy's new responsibilities start with late September premiere of "This Is Cinerama" at the Colonial, now being extensively remodeled to conform with Cinerama engineering requirements. The circuit is spending upwards of $150,000.

Murphy, prior to joining L and G, was associated with New England Theatres, Inc., the AB-PT regional affiliate, initially as assistant to Ray McNamara, Allyn, Hartford, resident manager, and later as manager of the Paramount, Barre, Vt.

No managerial replacement has been determined as yet for the Cine Webb, which is L and G's first-run art outlet for metropolitan Hartford, although it is assumed that Murphy will maintain an advisory capacity for the Cine Webb over an indefinite time span.

L and G is also installing Cinerama equipment at the Hope, Providence, R.I., the latter facility to begin functioning by late August.

New Pact For Atlas In Col. Trailer Dept.

NEY YORK—Jonas Rosenfield, Jr., vice-president in charge of advertising and publicity for Columbia Pictures, announced that Jack Atlas, head of the studio's trailer department, has been signed to a new contract, replacing original pact signed in May, 1960.

At that time, Atlas, after 17 years at MGM, joined Columbia when it became the industry's only company to create, produce, and distribute its own trailers and poster material.

Marking its first year of operation under the new policy, Rosenfield reported that Columbia provided exhibitors with film promotion material of 168 units produced for 45 features. Columbia in a 12-month period will have provided its exhibitor accounts on a no-charge basis with 97 tv spots for 24 pictures, 20 teaser trailers for 11 releases, and three special exhibitor short subjects.

As part of its effort to individualize trailers and tv spots for each attraction, a record number of 29 personalities were utilized for specially filmed trailer sequences.

Times Names Weiner

NEW YORK—Irving Sochin, general manager of Times Film Corporation, has named Abe Weiner to distribute Times Film releases in the northeastern section of the United States. Weiner will cover exchanges in Boston, New Haven, Albany, and Buffalo.

Halpern Joins "Cid" Unit

NEW YORK—Ben Halpern has been named publicity manager of Samuel Bronston's "El Cid" national roadshow unit, it was announced today by Sanford Abrahams, director of advertising and publicity for Allied Artists which will distribute the multi-million dollar production as a reserved seat, two-a-day attraction.

Halpern had previously been associated with United Artists for nine years, during which time he was promotion manager of United Artists Television.



It was also hot and rugged on U-I's "The Spiral Road" location near Dutch Guiana, just six degrees above the equator in South America. Seen are, left to right, director Robert Mulligan, Rock Hudson, studio publicity director Jack Diamond, and assistant director Joe Kenny.

Gins Heads Pathe District

WASHINGTON —Budd Rogers, president of Pathe-America Distributing Co., Inc., has appointed Joseph Gins southern district manager. Headquartering here, Gins will supervise activities here and in Charlotte, Atlanta, Jacksonville, and New Orleans.

Gins formerly was eastern district manager for Universal-International, sales manager for NTA Pictures, and northeastern district manager for Lopert Pictures.

IATSE Hits Damaged Film

NEW YORK—The result of a survey conducted by District Nine of the IATSE to compile accurate information on the condition of release prints in distribution show that "poor inspection and inadequate repair of damaged film is general throughout the area and doubtless results in a percentage of poor quality shows."

MGM Moves Up Date For L. A. "King" Bow

LOS ANGELES—The West Coast premiere of "King of Kings," originally scheduled to take place at the Egyptian here on Oct. 18, has been moved up to Thursday, Oct. 12. It will follow, by one day, the New York world premiere at Loew's State.

As previously announced by Metro-Goldwyn-Mayer, the Samuel Bronston production will begin its first 22 reserved-seat engagements by Christmas.

The change of date for the Los Angeles premiere was announced by Robert Mochrie, MGM's general sales manager. Mochrie stated that the road show engagement at the Egyptian Theatre would last more than a year and that the same care which established "Ben-Hur" as the all-time Los Angeles box office champion at this theatre would be used in preparing and carrying out the booking.

The 70mm, Super Technirama production of the story of the life and times of Christ will follow "Ben-Hur" at the Hollywood Boulevard showcase.

In addition to an advance sales of tickets by mail and at the box office, MGM plans a heavy group sales campaign for church, club, industrial, professional and business organizations. Mochrie named Mildred Galanter to head up this facet of the engagement.

The film will run two hours and forty-five minutes. There will be a 15-minute intermission. In addition to Jeffrey Hunter, who portrays Christ, the picture stars Siobhan McKenna, Hurd Hatfield, Ron Randell, Viveca Lindfors, Rita Gam, Carmen Sevilla, Brigid Bazlen, Harry Guardino, Rip Torn, Frank Thring, Guy Rolfe, Maurice Marsac, Gregoire Aslan and Robert Ryan as John the Baptist.

NTA Realigns Execs

NEW YORK—A realignment of top executives has been announced by Leonard Davis, chairman of the board and president of National Telefilm Associates, Inc.

Berne Tabakin, who has been vice-president in charge of sales, has been elected executive vice-president of NTA. Bob Goldston, who has been director of business administration, has been elected vice-president in charge of business affairs and secretary, and Leon Peck, assistant treasurer, has been moved up to treasurer.

Vernon Burns, who has been acting general manager of the company, has been assigned as the executive in charge of production of new series for NTA. Remi Crasto becomes general foreign manager in all countries other than Canada. In addition, E. Jonny Graff has been elected president and general manager of radio stations WNTA AM and FM.

AA Expands TV Activity Via Morin, Morey Posts

NEW YORK—Steve Broidy, president of Allied Artists Picures Corporation, announced a major expansion of the company's television activities with the election of Edward Morey, a vice-president and director of Allied Artists, as president of Allied Artists Television Corporation, a wholly owned subsidiary, formerly known as Interstate Television Corp. Robert B. Morin has been elected vice-president and general sales manager.

CANADIAN Highlights

By Harry Allen, Jr.



THE LABORATORY technicians of the IATSE are seeking a tariff duty on 35mm. color prints. This would increase 35mm. color printing of theatrical films in Canada, they claim, At present two Canadian laboratories are equipped with facilities for 35mm. color prints, Canadian Film Industries in Toronto and Associated Screen Industries Ltd., Montreal. The Toronto plant, of which George Mulholland is manager, has had 35mm. printing facilities for some years but did not begin using them until about three years ago. Mulholland prepared the brief now in Government hands.

Associated Screen Industries is a subsidiary of Du-Art Film Laboratories, Inc., New York, which gets a share of feature printing. Pathe-DeLuxe of Canada, Ltd., is jointly owned by Pathe Laboratories, Inc., and DeLuxe Laboratories, Inc., the two U.S. labs.

The union holds that though the cost of prints for Canada is held down because they are part of the total, they can be printed here at no more expense to the producer or distributor. One observer claims that even if a single lab already equipped at a cost of over $100,000 had all the 35mm. color printing to itself, a profit isn't possible. The 14 or 16 prints per picture used in Canada are part of the 200 to 300 made for use in the domestic market, which in the film industry means the U.S. and Canada combined.

ONE OF THE leading documentary producers in the world, the National Film Board, plans a full-length feature, according to rumor. The NFB, a Crown corporation, has won a room full of prizes for its documentaries, but never has made a full-length feature. To be made in Saskatchewan, the script by Charles Cohen is completed, with casting now under way. The NFB was created under the direction of John Grierson.

REEL CLIPS: The closing luncheon of the year of the Variety Club of Ontario saw the induction of 13 new members. Over 135 barkers attended the luncheon which had Peter Street, a graduate of Variety Village, and Sammy Sales entertain. Initiated into the tent by Win Barron, ceremonial barker, were David Bishop, Oscar Wilson, Matt Elman, Hugh Elsom, Drew Crossan, David Kofsky, Syd Strauss, Doug Wells, Morris Carr, Irving Fieldstone, Dean Peterson, Walter Peters, and Harry Stone. . . . The Supreme Court of Canada may hear a test case to determine whether Telemeter and other community antenna systems should be regulated by the Board of Broadcast Governors. The suggestion that the Court should hear the case was made in the report of the Special Committee on Broadcasting set up by Parliament. The report also proposed that J. Alphonse Ouimet, CBC president, and W. E. S. Briggs, vice-president, should be removed from the Government agency's board of directors. . . . Newest additions to the Ontario Board Censors adult entertainment list include "All in a Night's Work," "Black Sunday," "General Della Rovere," "Kindly Shoot the Piano Player," "L'Ultima Notte d'Amore," "The Millionairess," "Terror of the Tongs," and "Underworld USA." The film, "Lovers," was classified as restricted and the title of a second film in the restricted category was changed from "Rough and the Smooth" to "Portrait of a Sinner." . . . Presentation of a plaque to the Toronto branch of the Women of the Motion Picture Industry by Harvey Harnick in recognition of its contribution to the Will Rogers Memorial Hospital at Saranac Lake N.Y., highlighted the recent seventh installation dinner of the motion picture women's organization. Mrs. Jean Uttley was installed as president of the branch by Florence Long, international president. Win Barron of Affiliated Pictures was toastmaster for the evening.

CONSOLIDATED SEVEN ARTS PRODUCTIONS, LTD. joins a number of other Canadian companies which have expanded their interests into the United States. The company began originally as Donnell and Mudge, a tannery listed on the Toronto Stock Exchange. Then it became Associated Artists, then Creative Telefilm, followed by Seven Arts, and finally stuck the Consolidated portion in its name. The firm has been an agency through which it sells post '48 Warner Bros. features and Paramount cartoons, to TV stations. Its success has been largely one of acquiring properties. In 1960, it had "organizational losses" of $1,090,212. This year so far it has borrowed $14,200,000 from First National Bank of Boston, part of which is for financing the purchase of 88 post-'48 20th Century-Fox features. Board chairman is Canadian promoter Louis Chesler who now lives in New York. President is David B. Stillman, a New York attorney, and the senior vice-president is Eliot Hyman of Westport, Conn., who heads the new management team and is president and chief executive of the American subsidiary, Seven Arts Associated. Vice-presidents are J. R. (Tex) McCrary of New York and Kenneth Hyman of Westport. As Toronto Daily Star reporter Alastair Dow wrote of the company, "It is one of those public corporations which defies analysis, invites speculation and mystifies and intrigues the layman investor." Proof of this is the continued turnover of the stock on the market, despite the company's losses.

"Francis" Bow Aids Charity

NEW YORK—A sell-out house at the gala premiere of 20th Century-Fox's "Francis of Assisi" at the Rivoli raised $10,565 for the benefit of the many foreign missions of the Third Order of St. Francis. Plato Skouras, producer of the film, presented the check for the amount to Rev. Sigmund Hafeman, O.F.M., Provincial Commissary and Third Order representative of the Province of St. Mary.

Technicolor Income Rises

HOLLYWOOD—Consolidated net income after taxes of Technicolor, Inc., for the 26 weeks ending July 1, 1961, was $1,405,000 or 54 cents per share, it was announced by Patrick J. Frawley, Jr., chairman and chief executive officer. This compares with net income after taxes for the 28 weeks ended July 9, 1960, of $288,000 or 14 cents per share on the 2,036,235 shares of stock.

LONDON Observations

by Jock MacGregor

THOUGH I HAVE HAD to postpone a trip to Hollywood, Hollywood seems to have come to me! The British Travel Association may admit a 10 per cent decrease in American visitors to Britain, but one would never notice it around the studios. Even that stronghold of British pictures, Pinewood, has been invaded. Stage 'C' echoed to the jazz beat of Dave Brubeck, Charlie Mingus, and other celebrated American jazzmen.

Here I renewed acquaintances with Bob Roberts, whom I had not met since the ill fated days of Enterprise. Then he was making "Body and Soul" with his late associate, John Garfield. Oddly enough, on that occasion, I was being shown Hollywood by Ann Lewis, west coast editor for Showmen's Trade Review. This time I was returning the compliment and showing her Britain, and she must have felt very much at home.

Bob is making "All Night Long," a story of one man's ambitions, hates, fears, and jealousy, against a jazz theme, in conjunction with Michael Relph and Basil Dearden for the Rank Organization. He has among his stars Marti Stevens and Betsy Blair. What has pleased Bob most about this set-up has been the enormous artistic freedom that he has been given by studio boss Earl St. John. He was high in his praise.

The Stars and Stripes could well fly over Elstree these days. A U.S. Consulate should be opened there! At the MGM studios, Dolores Hart was still trying to work out how it is that "The Inspector" in which she is starring for Mark Robson under Philip Dunne's direction is for 20th-Fox release. On another stage, the scene is even more American though the setting is China in 1949. There William Holden, Clifton Webb, and France Nuyen are at work under director Leo McCarey on another 20th-Fox picture, "Satan Never Sleeps." John del Valle has come from Hollywood to supervise the American press service for these pictures. MGM themselves also have a picture on the floor. This is the Arthur Freed production, "The Light in the Piazza," with such Hollywood names as Olivia de Havilland, Rossano Brazzi, and George Hamilton.

Across the way at the ABPC lot, Phil Gersdorf—he's almost a resident I am happy to say—is looking after the American publicity angles for Allied Artists "Billy Budd," which has been on location in Spain. Besides producing and directing, the ubiquitous Peter Ustinov stars with Robert Ryan and Melvyn Douglas, who is returning to the screen after a long absence.

On the road to Shepperton, one may well find Bing Crosby and Bob Hope on the way to the studios where they are making "The Road to Hong Kong" for Mel Franks and Norman Panama. Up river at Hammer's Bray Studios, Kevin Matthews and Glenn Corbett are starring in the Michael Carreras production for Columbia, "The Pirates of Blood River."

Around the town the story is the same. At the premiere of Rank's "Whistle Down the Wind" at the Odeon, I saw among many other Americans, Edward Dymtryk who tells me he is to direct two pictures for Columbia in Europe. "Whistle" is the sort of picture to warm the heart and make one proud of being in movies. At the end there was tremendous applause for its young star, Hayley Mills, when she was spotlighted in her seat in the circle. Recent premieres have had scant attention in the press, and someone had the brilliant idea of replacing the usual blase guest list. Each Rank theatre manager was able to invite patrons bearing the name "Mills" and bring their suburban press reporters and photographers along to cover their reactions. Invaluable local coverages resulted which will help the film enormously on release.

At Les Ambassadeurs Club, I spotted Jack L. Warner relaxing on the dance floor . . . over at the Dorchester I saw a hat which could only conceal Hedda Hopper and it did. . . . Walt Disney has been around setting up "The Castaways," which with a six months schedule is among the biggest projects for production here this year. . . . At the White Elephant Club where the food and wines are good and reasonable and artists can dress as formally or informally as they like—they can even bring in their doggies—I met up with American publicists David Golding and Arthur Canton looking after their clients' interests.

Meanwhile the Odeon, Hove, has gone over to American culture—it has become a Top Rank ten pin bowling centre. And once again the public has a taste for the large scale Western. The biggest hit around is John Ford's "Two Rode Together," which is Columbia's biggest grosser here this year ('Guns' has not been released yet). "One Eyed Jacks" gave ABC its biggest Sunday in North West London theatres for a long time with a $14,000 take.

To get away from it all on Sunday, I took honeymooners Zinn Arthur and his wife sightseeing in the Thames Valley. One time bandleader and ace photographer Zinn is now closely associated with Joshua Logan's enterprises and is here to supervise the London premiere of "Fanny" at the Warner. This looks like launching the autumn movie season in a big way. The film will be shown on a roadshow basis.

MANAGER NAT MATTHEWS of ABC Ritz's at Leyton in East London inveigled me into taking actress Diane Hart to open the town fete on Saturday, and it is good to see a theatre manager so very much a part of a town's communal life. No less than five mayors from nearby boroughs supported the Mayor of Leyton at the opening, and Nat was in a place of honor on the platform. I only wish Jack Goodlatte could have been present to hear what was said about his man . . . Congratulaions to Arthur Barber and Laurie Marshall on their promotions at Warner Pathe following Percy Livingstone's resignation to take over 20th-Fox, and to Gordon Coombes on becoming circuit supervisors' assistant at ABC. . . . MGM's Ron Lee secured a full page of pictures for "King of Kings" in the Sunday Telegraph. It is believed to be the first time that such a spread has been devoted by a Sunday paper to a movie. . . . The MGM display window in St. James Street has been taken over as the U.S. trade centre.



Sir Philip Warter, president, Cinematograph Trade Benevolent Fund, is seen receiving from Variety Club of Great Britain a check for 5,000 Pounds for the Arthur Jarratt Memorial Fund. The presentation was made by Colonel James Carreras and was the completion of a gift of 10,000 Pounds which Variety pledged to the Fund in 1959.

Schine Promotes Mills

GLOVERSVILLE, N.Y. — The promotion of Sam Mills to zone manager of the Kentucky division was announced by Bernard Diamond, general manager of the Schine Circuit, Inc.

Mills who joined the circuit in January, 1958, as manager, Strand, Delaware, Ohio, succeeds Harold Sliter, veteran executive who leaves to head up a newly formed affiliate of Schine Enterprises, Inc.

U-I Reissues To British Firm

NEW YORK — The importance of the British reissue market was emphasized with the signing of a long-term contract between Universal-International and Golden Era Film Distributors, Ltd., of London. The deal, stated Americo Aboaf, vice-president of Universal International Films, covers a large number of top Universal reissues.

Kanji Plans First Film Made In U.S. By Japan

MIAMI, FLA.—Arthur Davis, president, Kanji Pictures Company, Inc., met in New York with Nikkatsu Corporation foreign department executives regarding their forthcoming plans for the first Japanese produced feature to be made entirely in the United States later this year. Story ideas and locales were discussed, with Kyusaku Hori, president of Nikkatsu, to issue final approval from Tokyo next month.

Tentatively approved is a script which would have Japanese exchange students involved with a mad killer loose on the campus at the University of Miami. Picture will be shot in Eastmancolor, utilizing the new Nikkatsuscope process. Crews will be a combination of American and Japanese, with two top directors, one from each country. Several American cast names will head the billing, along with some of the Nikkatsu contract players who were just accorded a seven page spread in the August issue of Esquire Magazine. Dialogue will be entirely in English. For distribution in Japan, Nikkatsu will dub into Japanese in Tokyo, where the film will be shown in the 1,000 theatres that comprise the chain owned and operated by Nikkatsu.

ALBANY

William Warnken, Jr. bought out the interest of Bert Mitchell in the Del Sego Drive-In, at Oneonta, and became its sole owner. He acts as his own cashier and greets patrons. . . . The illness of Robert Flockhart caused the temporary closing of the Starr, Corinth. The theatre owner was hospitalized. . . . Newell Theatre Corporation recorded with the Secretary of State a change of location to the Town of Hempstead, Nassau County, and a change of name to Mid-Island Theatre Corporation. . . . Chief Barker G. Brandon Donahue, Variety Club, was among those greeting owner Jack Spitzer at the opening of the plush, 150-room Inn Towne Motel, on Broadway. Spitzer is a Variety member. . . . Neil Hellman, owner, Hellman, donated half of a night's "Cinerama" performance to Variety Club's Camp Thacher. . . . The premiere of "Exodus," SW Ritz, was under auspices of B'nai B'rith. . . . The leases held by five film distributors and a drive-in company on offices in the RTA Building will not be affected by its sale to Al Greenberg Realty Corporation, New York, and the leasing back to Schermerhorn Realty Corporation, Albany. Harold Gabrilove, president, RTA Distributors and of RHO Realty Corporation, who made the sale, said all leases would hold; and that a substantial increase in RTA's working capital would result, but there would be no changes in operation.

ATLANTA

Mrs. Bernice Hinton, president, Atlanta WOMPI, was hostess at a dinner party given at her home, to the 1961-62 officers, directors and committee. The meeting of the board was held following the dinner. . . . J. W. Jackson, who has been manager of the Knox, Warrenton, Ga., for 15 years, assumed as new owner of the theatre from its former owner Mrs. Margaret Story. . . . Milton Hay took over and reopened the Franklin Drive-In, Franklin, Tenn., formerly operated by Bill Henry, who also operates the Maury there. . . . Harry Ballance, retired 20th-Fox executive and his wife, returned from Washington, D.C., where they attended the marriage of their daughter. . . . The first self-service snack bar in the area of Florence, S.C., was introduced to the public when the Circle Drive-In held its grand opening following renovation. . . . The 19-year-old Varsity, Raleigh, N.C., has stimulated business recently although the college students it looks to for much of its patronage are on summer vacation. Recent features have been a men's fashion show, dance instructions from the stage, bowling instructions, etc. . . . "Never On Sunday," barred here, but now permitted by Court to play, was in its eighth week of capacity business. . . . Teenage star Deborah Walley and her mother were in in behalf of Columbia's "Gidget Goes Hawaiian." . . . The Better Films Council of Atlanta held its annual picnic. . . . The Bailey Theatre Circuit closed the Carver, Tampa, Fla. . . . Irwin Allen, producer, 20th-Fox's "Voyage To The Bottom Of The Sea" held a screening at the Roxy and a merchandising seminar. . . . Regis Toomey, veteran of 32 years in show business, was here in behalf of U-I's "The Last Sunset." . . . The Rialto, Blue Ridge, Ga., owned by Jack Jones, was destroyed by fire but will be rebuilt. . . . Winifred Storey, daughter of Mr. and Mrs. Frederick Storey, owner, Storey Theatre Circuit, was married to Frank Tradwell, Jr. . . . Mrs. Mary Bowen, UA secretary, is nursing a fractured elbow after a fall here. . . . Marie Pinkston is the new booker at Columbia. Formerly with Martin Theatres, she replaces Ernest Austin, who is busy looking after his new theatre, in



David Kory, star, Allied Artists' "Dondi," recently became "honorary recruiting sergeant" for the eastern sector of U.S. Army recruiting in New England, and is seen at historic Boston Common with "G. I. Buddies."

Stone Mountain, Ga. . . . MGM local branch held their annual picnic at North Fulton Park. . . . Ken Kirchman, MGM booker, has been transferred to New Orleans as sales representative. . . . Martin Theatre Circuit now owns the Pittman, Gasden, Ala., owned for many years by C. A. Pittman.

BUFFALO

Past Chief Barker Dewey Michaels has made arrangements for a day at the races for members of Tent 7, Variety Club of Buffalo, at the Fort Erie track on Aug. 14. The feature race of the day will be named The Variety Club of Buffalo purse. Chief Barker Michael Ellis, Jr., will present the Variety trophy to the winner. In the evening, following the race meet, the barkers and guests will return to the Tent 7 clubrooms for cocktails and a roast beef dinner. . . . There has been a real stepup in social activity this year at the Variety Club, and in September things will be humming. The Monday noon luncheons, when Film Row members meet and talk over industry affairs, will be resumed. There will be other activities, soon to be announced by co-chairmen WKBW's Thomas Fenno and James J. Hayes, manager of the Cinema. A membership drive also is being planned for the fall. So far this year, over 20 new members have been added to the roster. . . . The Women's League of Tent 7 is lending valiant service at the Variety Club sponsored Bingo parties every Wednesday night in the Genesee. The attendance has been so good that the games will be continued all summer. . . . Lester Pollock, manager, Loew's, Rochester, put on one of his famous cartoon and prize special morning shows for which event he promoted some $800 in prizes from the Noah's Ark stores in Kodak Town. . . . An event that recalls the early days of the silent movies took place the other day at the Capitol, Rochester, when the first chapter of the serial, "Pirates of the High Seas," opened. The serial, which will run for 15 weeks on the theatre's Saturday and Sunday matinee programs, has Buster Crabbe as its star. "The serial movie is something the youngsters, even some grownups do not remember," said Albert O. Febbyvessy, manager. "Our sign painter apparently didn't know for he made it 'series' instead of 'serial' on our marquee boards.". . . . "Four big features tonight plus 5 cartoons," was the heading on an ad for the Lakewood Drive-In, Jamestown, N.Y., in a recent edition of the Jamestown Sun. The Pic Drive-In in the same neck of the woods also advertized four features. George H. MacKenna, General manager, Basil's Lafayette, put on a special screening of "The Parent Trap" for the Buffalo chapter of the National Mothers of Twins Club of which Mrs. Joseph G. Kihl is president, and got a lot of publicity in the local sheets as a result. . . . The St. Francis of Assisi Church sponsored the western N.Y. premiere of "Francis of Assisi," in the Century, with proceeds to go to its new building fund. Monte Carlo is paging Buffalo dramatic talent. Buffalo, through the hard campaigning of the Grand Island Playhouse, a sturdy community project for 15 years, has a gilt-edged bid to represent the U.S. in the international play festival to be staged in Monaco in September. The enticing event is an inspiration and favorite enterprise of Prince Rainier III and Princess Grace. . . . The Limestone Drive-In, Limestone, N.Y., has reopened after being moved to a new location because a state highway is being built through the original location. . . . Says Ed Hocura in the Hamilton (Ontario, Canada) Spectator: "Speaking as a diehard moviegoer, I have little faith in any kind of contest to attract me to a theatre. What I usually hope for is that any movie is as good as the ads or trailers claim it will be. Sometimes they are —and sometimes they are not. All the contests in the world will not do the movie business one smidgeon of good. But, if the people who win free passes to theatres see a good picture, it stands to reason that they will want to come back a second and third time. It's as simple as that." When the above came out in the local sheet, it seems that the Capitol, Hyland, and Palace theatres, all Odeon Theatres houses, were putting on contests to make moviegoers in that city aware of Odeon's 20th anniversary celebration.

CHICAGO

Fred Kruda, retired projectionist, and a grandparent who reared actress Dolores Hart, was eager to see the premiere of her latest film, 20th-Fox's "Francis of Assisi," but due to an asthmatic condition he would not be able to attend, so it was decided to have the local opening in his home a day before the opening to the public at the Oriental. . . . Eugene G. Joseph was elected president, Chicago Film Laboratories, Inc., succeeding A. C. Dunlap, who retired after 30 years service with the company. . . . Lea Gallic was crowned "Miss Candy" by the National Confectioners Association and the Associated Retail Confectioners in Chicago. She is a registered nurse in addition to being pretty. . . . Harry Balaban returned from Europe. . . . Irving Mack is now back home with Filmack Trailer Company. . . . Bob Templar and Al Bartelstein have big plans for their Annette Theatre Building. . . . The Illinois Legislature voted against the legalizing of Bingo. . . . The annual Variety Club golf outing is set for Aug. 25 at Elmhurst Country Club. Harry Balaban and Howard Lubliner are co-chairmen of the outing. . . . The committee to raise $3,000,000 to modernize the 4,000 seat Auditorium on Congress and Wabash Avenues had Van Cliburn help start the campaign to raise the money for modernizing and reopening the huge theatre. . . . Leo Zabelin, former theatre publicity director, will take over the management of Todd and Cinestate theatres for the Todd Organization. . . . Phil Klien has been named manager of the Loop. . . . Lorraine Haevitz, secretary to Lou Bervan, Universal exchange manager, was married to Joe Howaniec. . . . Margaret Basingerof, MGM exchange, resigned to go to California to marry Lieutenant Robert Maxwell, of the Marines.

CINCINNATI

Horace L. Barlow, dean, University of Cincinnati College of Law, has been retained

by the Federal Communications Commission as a special consultant on television programming. He will attend hearings in New York City during September and October, then continue on a part-time basis. Dean Barrow conducted a two-year television study for the FCC in 1955-57. . . . Mrs. Joshua Logan, wife of the producer and director of Warner's "Fanny," currently showing at the first-run Valley, boosted attendance to SRO at the house, following her TV appearance with Ruth Lyons, WLW TV and radio star. . . . Phil Chakeres, president, Chakeres Theatres, Springfield, O., visited circuit houses in Kentucky. William Dodds, manager, Shelby, Shelbyville, Ky., has been transferred to the Markay, Jackson, O. Both are Chakeres houses. . . . Harry Freeman, MGM publicist, was in to set up promotions for "The Thief of Baghdad," which is booked into more than 60 area houses for early August screenings. . . . Harry Freeman, MGM publicist, was in to complete publicity arrangements for the import, "Morgan the Pirate," which will have a 60-house area saturation in mid-July. . . . Jack Frazee, manager, 1,100-seat Gloria, a Chakeres Circuit house, and Guy Spangler, owner, 300-Car Salem Drive-In, both located in Urbana, O., are cooperating during the summer months with a group of merchants in that city in give-aways of three automobiles. This is believed to be the first time that a roofed house and a drive-in have cooperated on a promotional activity with local merchants. . . . Kathe Rasatter is a new booker's clerk in the Chakeres Circuit office in Springfield.

COLUMBUS, O., NEWS — Strong opposition to local movie theatres was the record-breaking attendance at "Pal Joey" in the Kenley Players' summer stage season at Veterans Memorial. Capacity houses greeted Andy Williams and Julie Wilson, with the week's attendance over 26,000. Price range of $1.10 to $2.25 offers direct price competition to films. . . . Lana Irene Lake, manager, Little art theatre, entered no plea in Municipal Court when arraigned on charges of giving an immoral film exhibition. Her case was continued to Oct. 16. Police vice squadmen confiscated the film, "Five Sinners." Little is operated by LeRoy Griffith, who also operates the Parsons Follies art house. Griffith is now appealing a charge of giving an immoral exhibition at the latter theatre. . . . Mrs. Golda May Edmonston, Republican councilwoman, said she will introduce a city censorship ordinance after the August recess of council. She addressed a meeting of 100 church-women, called to protest the showing of "lewd" films. Safety Director Albert Giles told the meeting that most of the objectionable pictures are "disjointed, Class C" films that "will die on the vine." He said the vice squad members who view these films found them so dull that it was difficult to stay awake.

Film Exchange and Dealer Listing for the CINCINNATI FILM TERRITORY

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ALLIED ARTISTS, 1628 W. Central Parkway—PArkway 1-0179
Br. Mgr.: Milton Gurian. Office Mgr. and Booker: Ben A. Hathaway. Sales: E. C. Nagel, Harold Hoffert. Cashier: Marie Klag. Emerg. Phone: Hathaway, JEfferson 1-5458

BUENA VISTA (DISNEY), 1634 W. Central Parkway—PArkway 1-4766
Br. Mgr.: William Brower. Booker: William Garner. Emerg. Phone: Garner, PRinceton 1-1290.

COLUMBIA, 1632 W. Central Parkway—CHerry 1-6883
Br. Mgr.: Phil Fox. Office Mgr.: Ross Spencer. Sales: Morton Perlman, Harold Rullman, William Stanforth. Bookers: Margaret Woodruff, Robert Laws. Cashier: Geneva Gronotte. Field Exp.: Ray Nemo. Emerg. Phone: Woodruff, JEfferson 1-2728.

CONTINENTAL, 1716 Logan St.—PArkway 1-4966
Dist. Mgr.: Lee Heidingsfeld. Emerg: Phone: JEfferson 1-9413.

METRO-GOLDWYN-MAYER, 1625 W. Central Parkway—CHerry 1-3557
Br. Mgr.: H. Russell Gaus. Asst. Br. Mgr.: Harry Sheeran. Office Mgr.: M. M. Berger. Sales: Carl Gentzel, Norman Linz. Bookers: Carl Weinberg, Nate Mutnick. Cashier: Florence Hermann. Emerg. Phone: 8erger, MOntana 1-3424.

PARAMOUNT, 1632 W. Central Parkway—CHerry 1-6150
8r. Mgr.: William A. Meier. Office Mgr.: Jame 8runetti. Sales: J. R. Kirschbaum, Murray 8aker, Vincent Kramer. Bookers: Lillian Ahern, Don Benning, Morris Hail. Cashier: Louise Vinson. Emerg. Phone: Brunetti, 8Eachmont 1-8242.

REALART, 1632 W. Central Parkway—MAin 1-4852
Co-Mgrs.: Jay Goldberg and Selma Blachschleger. Booker: Donald R. Duff. Cashier: Ruth Hermann. Emerg. Phone: Duff, 321-8335.

SCREEN CLASSICS, 1632 W. Central Parkway—CHerry 1-3671
Pres.: Edward Salzberg. Office Mgr. and Booker: Marie Donelson Teetor. Sales: George H. Kirby. Booker: Connie Cleek. Emerg. Phone: Mrs. N. T. (Marie) Teetor, MOntana 2-2585.

20TH CENTURY-FOX, 1638 W. Central Parkway—CHerry 1-6460
8r. Mgr.: Ira Sichelman. Office Mgr. and Head Booker: Tony Knollman. Sale: Lou Korte, Jack Quigley, Paul Allen. Bookers: John Kallmeyer, Virginia Meyer. Cashier: Joseph Saladin. Emerg. Phone: Knollman, JAckson 1-9889.

UNITED ARTISTS, 1634 W. Central Parkway—CHerry 1-1546
Br. Mgr.: Jack Finberg. Sls. Mgr.: Charles Schroeder. Office Mgr.: Gus Boudot. Sales: James Curran, Ray Russo, Don Womack. Bookers: Wilbur Hetherington, Walter Mergenthal. Cashier: Rena Schroeder. Emerg. Phone: Hetherington, DUnbar 1-4838.

UNIVERSAL-INTERNATIONAL, 1628 W. Central Parkway—GArfield 1-3820
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WARNER BROS., 1600 W. Central Parkway—CHerry 1-6824
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• *Supply Dealers*

NATIONAL THEATRE SUPPLY, 1638 W. Central Parkway—MAin 1-6580. Emerg. Phone: MAin 1-6580.

• *Screen Trailers*

NATIONAL SCREEN SERVICE, 1635 W. Central Parkway—MAin 1-8900
Div. Mgr.: William Bein. Sales: Charles R. Palmer.

• *Signs, Advertising and Printing*

THE HENNEGAN CO., 311 Genesee St.—CHerry 1-4752

NATIONAL SCREEN SERVICE, 1635 W. Central Parkway—MAin 1-8900

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• *Service Companies*

ALTEC SERVICE CO., 1635 W. Central Parkway—GArfield 1-2165
Emerg. Phone: James Reed, SYcamore 1-3021.

RCA SERVICE CO.,
Gerald A. Mansfield, 893 Garfield Ave., Milford, O.—TErrace 1-5918.
Roger M. Sherman, 202 Farragut Rd.—WEbster 1-1922.

WALDO THEATRE PROJECTOR SERVICE, 5714 Pearton Court—MUlberry 1-7121
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DALLAS

Jim Hutton, star of the Metro-Goldwyn-Mayer motion picture, "The Honeymoon Machine," was interviewed on "Dateline" on WBAP-TV, Fort Worth, and also on "The Julie Benell Show" on WFAA-TV, Dallas. . . . "Raisin in the Sun," the Sidney Poitier film went into a record-setting fifth week at the Fine Arts. The film set a box office high in its opening week and now set a long-run record as well. . . . Marty R. Young has joined Keitz and Herndon, Inc., as director of live photography and business-industrial films. . . . Interstate Theatre confirmed that Samuel Bronston's monumental "King of Kings," filmed in 70-mm Super-Technirama and starring Jeffrey Hunter in the role of Christ, has been booked for a Nov. 15 opening at the Tower. The local date will be the 15th opening for the film and will coincide with the date of the London premiere. "King of Kings" will be shown here on a reserved seat basis with probably 10 shows weekly — each evening plus Sunday, Wednesday, and Saturday matinees. . . . Earl Podolnick, president, Trans-Texas Theatres Circuit, has announced that the 10 theatres of the circuit have been enrolled in Theatre Owners of America. The theatres comprise the Texas, Austin; Capri and Fine Arts, Dallas; State, Denison; Fine Arts, Denton; Capri, El Paso; Hollywood, Fort Worth; Strand, Wichita Falls; Burnet and Chief Drive-Ins, Austin.

DES MOINES

Leone Matthews was installed as president of Des Moines WOMPI at the sixth annual installation dinner. Joyce Brain is the first vice-president; Dorothy Pobst, second vice-president; Nola Bishop, secretary; and Florence Bundy, treasurer. . . . Dick O'Toole, formerly of Mitchell, S.D., is the new manager and owner of the Avera, Garner, Ia. Virgil Buntencach, former owner, is moving to Phoenix, Ariz. . . . Virginia Grey was in Des Moines to promote "Tammy Tell Me True," and Thomas E. Gaddis was in for "Birdman of Alcatraz."

Watch for them!

NEXT!
New Orleans Territory
Issue of August 29
Portland Territory
Issue of August 16

Save Them!

DETROIT

In Highland Park, Mich., smoke from a defective transformer backstage in the Highland Park caused management to evacuate the audience. No fire resulted, and as soon as the smoke was cleared performance was resumed. The Highland Park is part of the Affiliated Theatres circuit in which Bernard and Leonard Brooks are partners. . . . John O. Gilbert, recently recruited to Variety Club of Detroit, Tent 5, has been promoted from general manager of WXYZ-Radio to vice-presidency of WXYZ, Inc., which also operates WXYZ-TV. WXYZ is a subsidiary of ABC-PT. The announcement came simultaneously from Stephen C. Riddleberger, ABC vice-president of owned and operated stations in New York, and John F. Pival, president of WXYZ, Inc., here.

HOUSTON

Dana Andrews, the Hollywood film star who hails from Houston, was a recent visitor in his home town. . . . Addie Addison, the film exploiteer, has been in the city to do advance chores on Gary Cooper's last picture, "The Naked Edge." . . . Jane Russell and her revue have been booked by the Cork Club for an engagement here in Feb. 1962. . . . Chill Wills was a recent visitor here.

JACKSONVILLE

Col. John L. Crovo, who retired from exhibition in 1955 after more than a half-century in show business, was the subject of a feature column in the Florida Times-Union of July 23 written by Charles Brock. Beginning his career as a press agent for the Macauley, Louisville, Ky., Colonel Crovo later became a booking agent for stage talent for many years before becoming a motion picture exhibitor. . . . Harry Gabitt is the new owner, Fountain Drive-In, Lakeland, Ga., and his booker is Tom Jones, Decatur, Ga. . . . It is reported that Tom Paul, new owner of the closed Lake, Lake Worth, plans to reopen it during August. . . . The humanitarian work of the local Blind Children's Foundation, a group within the Motion Picture Charity Club, has been publicized by the Florida Times-Union for its establishment of a summer encampment for blind youngsters at Camp Seminole in nearby Orange Park in cooperation with the Florida School for the Blind at St. Augustine. . . . WOMPI members on the staff of Florida State Theatres hosted the July membership dinner meeting of WOMPI in the Studio. Bob Bowers, Allied Artists manager, was present and screened a short subject on the Will Rogers Memorial Hospital for the benefit of WOMPI members. Also screened at the meeting was "The Old North State," a film of points of interest in North Carolina which had been shipped here by the WOMPI group in Charlotte. . . . Sarah Keller, new WOMPI president, has announced committee chairman appointments for the coming year. They include Ann Dillon, FST, monthly programs; Doris Posten; UA, publicity; Myrtice Williams, FST, Will Rogers Memorial Hospital; Wilma Murphy, UA, social activities; Ida Belle Levey, UA, service activities; Phil Eckert, Columbia, monthly bulletin; Mary Hart, FST, finance; Joyce Malmborg, AA, by laws; Joan Davis, FST, scrap books; Shirley Gordon Warner, historian; and Norma McCormick, UA, telephone. . . . The Film Row Bowling League is being reorganized for the fall season under the direction of Jack Rigg, Rigg Booking Service. . . . Norma McCormick, United Artists, and her husband celebrated their sixth wedding anniversary by vacationing at Niagara Falls and visiting points of interest in Canada. . . . Unlike most women who are afraid of snakes, Doris Posten, United Artists booker, is an amateur herpetologist who studies Florida serpents in their native habitat.

Fred P. Miller, formerly with Continental Enterprises, is now associated with the Roy Smith Co., theatre suppliers. . . . Kity Dowell has succeeded Norma McCormick, both of United Artists, as WOMPI corresponding secretary for the coming year. . . . Shirley Evans is the replacement on the Columbia billing staff for Dawn Frock, who resigned. . . . William "Billy" Wall, former manager in the Florida State Theatres circuit, is now managing the Azusa, Azusa, Calif. . . . Harry Dale, Lake Butler Exhibitor, will be host on July 22 to members of IATSE Local B-67, who are employees of local film exchanges, at a family picnic on the grounds of his beach house at Lake Brooklyn, Keystone Heights, stated Douglas Walker, Columbia booker, who is president of the IATSE local. . . . Jess Marlow, former Florida exhibitor, is now managing the Tennessee, Nashville, Tenn., of the Martin Theatres circuit. . . . James Yeager became manager of the Howell Theatre, Palatka, when former manager Clayton Gillam returned to his former home in Strasburg, O. . . . French Harvey, Jr., son of the Florida State Theatres concessions chief, began a naval career by entering the Great Lakes Naval Training Station for the summer. . . . Larry Laskaris, formerly with Warner Bros., is now associated with an Atlanta TV station. . . . Taken by death recently was Mrs. Ed Eckert, wife of the owner of the Palms, Dunedin.

MEMPHIS

Charles Simonelli, assistant to the president of Universal Pictures, here for the premiere of "Tammy Tell Me True," at Loew's State, listed as a most successful operation the promotion in connection with the appearance of "Tammy" stars. Loew's State was filled for the appearance of John Gavin, Gigi Perreau, and Virginia Grey. Sandra Dee, the star, was unable to be present because of illness. Producer Ross Hunter was also in Memphis. Previous to the Memphis showing there had been a New Orleans premiere. Thirty-four girls competed for the title of "Miss Tammy." Memphis sent an entry to the contest. From Memphis, the stars and Universal officials went to Chicago for another premiere showing of the film. . . . Strand, Owensboro, Ky., has closed, and U-Ark, Fayetteville, Ark., has closed for the summer. . . . Reginald Reagin is now operating Scenic Drive-In, Booneville, Miss. . . . Gene Thompson has closed the Cave, Cave City, Ark. . . . Ed Doherty reports that Starlight Drive-In's screen was blown down during a recent storm. . . . Strand here is engaged in a series of six theatre parties for children, as is Handy (for Negro) and Rosewood. Royal Crown Bottling Co. is co-sponsor, and admission is six RC bottle tops. . . . Cinerama made its debut in Memphis on July 26 at Loew's Palace with the house filled at road show prices. Tennessee Governor Buford Ellington and Memphis Mayor Henry Loeb joined with the Memphis Downtown Association in the celebration on the stage of Loew's Palace to welcome Cinerama to the midsouth. Loew's Palace is the only house in Tennessee, Arkansas, Mississippi, Alabama, and Louisiana to have Cinerama. A brief strike by Local 144 of the Theatrical Stage Employes and Moving Picture Machine Operators Union against the theatre halted installation of equipment, The strikers protested regulations regarding the operation of motion picture equipment that would become effective with Cinerama. Representatives of Loew's, Inc., Cinerama, and Local 144 quickly negotiated in

Film Exchange and Dealer Listing for the ALBANY FILM TERRITORY

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ASTOR, UMPO & TIMES, 950 Washington Ave.—HEmlock 8-0513
Rep.: Arthur J. Newman.

COLUMBIA, 991 Broadway—HObart 3-4287
Br. Mgr.: Herbert Schwartz. Office Mgr.: Mel Show. Soles: Jame Moore. Cashier: Cormelo Mottolese. Emerg. Phone: Shaw, UN 9-5195.

METRO-GOLDWYN-MAYER, 1060 Broadway—HObart 5-3538
Br. Mgr.: Rolph Ripps. Office Mgr.: Helen Deon. Booker: Helen Wisper. Coshier: Morgoret Hildreth. Emerg. Phone: Deon, AD 8-2859.

PARAMOUNT, 991 Broadway—HObart 5-7359
Br. Mgr.: Fronk Saviolo. Office Mgr. ond Booker: Milton G. Levins. Soles: Jack Keegon.

20TH CENTURY-FOX, 1052 Broadway—HObart 3-1203
Br. Mgr.: John G. Wilhelm. Sales: Woyne Corignan. Head Booker: Douglos Hermons. Booker: Jomes Borry. Cashier: Winifred Allen. Emerg. Phone: Hermans, BEdford 5-7820.

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Rep.: Max Westebbe. Emerg. Phone: HEmlock 6-8743.

UNITED ARTISTS, 991 Broadway—HObart 2-5385
Br. Mgr.: Burton E. Topol. Office Mgr. ond Booker: Fred Kloepfer. Sales: Leon Weston. Emerg. Phone: Kloepfer, HEmlock 8-7609.

UNIVERSAL-INTERNATIONAL, 4 Edison Ave.—IVanhoe 9-2110
Sls. Rep.: Jack Kaufmon.

WARNER BROS., 991 Broadway—HEmlock 4-1197
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ALBANY THEATRE SUPPLY CO., 443 N. Pearl St.—HObart 5-5055. Emerg. Phone: HObort 2-4309.

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FRANCES E. DOWNEY, 2 River Road, Glenmont, N.Y.—HObart 5-6119

JUDGE NEON SIGN CO., INC., 659 Broadway—HEmlock 4-1172

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CLARK SERVICE, INC., 20 Loudonville Road—HEmlock 4-1255
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Ben Johnson, assistant manager, Michigan, Detroit, surveys the lobby display recently arranged for Columbia's "Gidget Goes Hawaiian."

New York for the end of the strike, and the delay did not affect the opening date of "This is Cinerama." Charles Kurtzman, San Francisco, Loew's general manager, declined to say how much increase had been granted the Memphis projectionists. The old fashioned theatre boxes at the house, unused since vaudeville days, were removed, and the screen extends across the stage and for 20 feet on each sidewall. . . . Responding to the complaints of theatre goers, the Memphis and Shelby County Health Department is now directing monthly checks of theatres, with the head of the food division given supervision of these inspections. The theatre inspections include food stands, toilet facilities, maintenance of the auditorium and backstage areas, and trash control. Theatres are given ratings. Says a local newspaper: "This cleanup will be good for the theatre business. Naturally clean theatres will attract more people away from their tv sets. The complaints made by the public are largely due to the bad habits of a part of the public. The litterers are a problem to the theatre manager." . . . Loew's State held a highly successful sneak preview of "The Honeymoon Machine" in connection with a personal appearance of Jim Hutton, the star. The preview was shown on July 18 along with "Tammy Tell Me True," and Hutton signed autographs in the Loew's State lobby after the sneak preview. The following day he made radio and television appearances. He repeated the performance for theatre goers of St. Louis following the Memphis appearance.

NEW HAVEN

Connecticut will have its first Cinerama-equipped theatre by late August. Lockwood and Gordon Theatres, currently operating nine suburban Hartford theatres, has closed down the 1350-seat Colonial, preparatory to immediate installation of Cinerama at an estimated cost upwards of $150,000. The theatre, to be known henceforth as the Cinerama, will contain 750 seats. Initial attraction will be first in the Cinerama process, "This Is Cinerama," to be screened 10 times per week, on an all-reserved seats basis, according to Doug Amos, L and G's general manager. Everett Callow, Cinerama promotion chief, has designated veteran publicist "Red" King to assist Amos and his local staff with advance and current exploitation. . . . Exhibitors in Stamford, Conn., have petitioned the city's board of representatives to adopt an ordinance permitting motion picture theatres to open at 1 p.m. instead of 2 p.m., on Sundays, as presently required. . . . Franklin E. Ferguson, Frank McQueeney, and Charles LaFlamme, lessees of the 800-seat Shulman Theatres' Rivoli, Hartford, are remodeling the first-run art theatre. . . . Maurice Bailey, owner, Bailey Theatres, operating three suburban New Haven houses, has been given a citation by that city's Congregation B'nai Jacob for giving "unstintingly of his time and counsel" during the planning and construction of the congregation's new house of prayer. . . . Irving J. Rosenberg, Lockwood and Gordon's Central, West Hartford, has tied-up with an audio concern to provide lobby atmosphere music, in return for a screen trailer. . . . John Sansone, formerly at the Berlin (Conn.) Drive-In, has been named assistant to manager Cy Menschell at the Pike Drive-In, Newington, Conn. . . . The MPTO of Connecticut held its annual golf tournament and outing July 11, the function co-chairmaned by James M. Totman, zone manager for Stanley-Warner, and Albert M. Pickus, TOA president and owner of the Stratford. Sub-committees, at Mill River Country Club, included exhibition, James Bracken, assistant zone manager, SW; B. E. Hoffman, Connecticut Theatres Corporation; George H. Wilkinson, Jr., Wilkinson, Wallingford, and MPTO of Connecticut president; Bernard Menschell, president. Outdoor Theatres Corporation of Connecticut, Manchester; and Sperie P. Perakos, general manager, Perakos Theatre Associates, New Britain. Distribution, Irving Mendelson, UA, and Henry Germaine, Paramount. . . . In Norwich, Conn., Stanley Warner has closed the firstrun Palace, managed by Robert L. Howell, and owned by the Palace Theatre Corporation. Reopening date is yet to be determined. . . . Joe Miklos, Stanley Warner district manager, has started a Summer Vacation Fun Club at the Embassy, New Britain, Conn., one dollar admitting youngster members to a total of six special Tuesday matinees. Kiddie films are featured, and, as added inducement, Miklos advertises, "If you miss any of the shows, bring a buddy free the next time. Series ticket is good for six shows." Participants are entitled, moreover, to fish six times in a specially-constructed lobby "Wishing Well." . . . An appeal has been taken by a group of Wallingford, Conn., residents on the Wallingford Planning and Zoning Commission's rezoning of approximately 39 acres to permit construction of an eight-to-10 million dollar cultural center, backed by Ben Segal, managing director of Oakdale Musical Theatre, Wallingford, which is midway between New Haven and Hartford. Segal's disclosed plans include four theatres—one to replace the present leased, 2000-seat capacity Oakdale Musical Theatre tent; another to be used for motion pictures; the third, for legitimate stage attractions; and the fourth, for classical music (symphonies, et al). . . . Mrs. Helen Hesse (her late husband, John, was with the Stanley Warner zone office for many years) was married to prominent New Haven attorney Richard Hannan. . . . A capital grant reservation of $5,501,181 has been made for the Bushnell Plaza renewal project in Hartford, Conn., by the Urban Renewal Administration, the seven-acre tract (now containing Loew's Poli and Loew's Palace), to be developed primarily for residential re-use. Late spring or early summer, 1962, is anticipated target date for demolishment of the two blocks. Loew's Theatres, Inc., is yet to disclose its future plans for Hartford.

Connecticut premiere of "This Is Cinerama," originally anticipated for mid-August, is now planned for late September, according to Lockwood and Gordon Theatres, installing Cinerama equipment at the Colonial, Hartford, henceforth to be known as The Cinerama. The circuit is spending upwards of $150,000 in the remodeling project. . . . Fred Koontz, Jr., manager, Lockwood and Gordon's Waterford Drive-In, Waterford, Conn., has resumed his duties, following an emergency appendectomy. George Caron, L and G resident manager at Norwalk Drive-In, Norwalk, Conn., served as relief manager. . . . Rube Lewis, retired business agent of Local 84, IATSE of Hartford, will return to his Los Angeles home in the fall, after a six-month stay in Connecticut. He was stage manager for many years at Loew's Palace, Hartford. . . . Irving J. Rosenberg, Lockwood and Gordon's Central, West Hartford, ran a special matinee performance of Columbia's "Pepe," making opening of the traditional West Hartford Center's Shopping Days. . . . A most comprehensive campaign, mapped out by Irving Hillman, Stanley Warner New England advertising and publicity director, in conjunction with zone manager James M. Totman and assistant zone manager James A. Bracken, greeted saturation opening of Warners' "Parrish" in Connecticut and Massachusetts. . . . Harry Goldberg, national director of advertising and publicity, Stanley Warner Theatres, chaired a New England zone advertising-publicity meeting at Hartford's Statler Hilton Hotel. Among those in attendance were James M. Totman, zone manager; James A. Bracken, assistant zone manager; Irving Hillman, zone advertising-publicity director; Joe Miklos, eastern Connecticut district manager; Jim Tobin, western Connecticut district manager; Al Swett, Massachusetts district manager; Jack Sanson, Strand, Hartford; Bill Shepherd, Capitol, Springfield; Joe Quinn, Warner, Worcester and 20 other Connecticut-Massachusetts managers.

NEW ORLEANS

Charles Lamantia, former NSS salesman, has blossomed out with his own business of distribution of states rights films with headquarters at 218 S. Liberty Street, second floor, under the trade title of Variety Films. . . . Also at this location is Roger J. Lamantia, local industry veteran who for years was branch manager, now extinct RKO Radio Pictures, and later manager for Exhibitors' Cooperative Service, now operating in the independent distribution field as J. R. Lamantia Enterprises. . . . Marion Guerin, Film Inspection Service, is well on the road to recovery from an emergency operation performed at Hotel Dieu. . . . Mrs. Ross Smith notified Transway that the Decatur, Miss., theatre would be closed indefinitely due to serious illness in the family. . . . Mrs. Billie Parker is now operating the Hawkins, Newellton, La., on week-ends only. . . . Walter Guarino, manager, Saenger Theatre, said they have brought back the Mickey Mouse Club theatre parties for youngsters' summertime entertainment on Wednesday mornings. . . .

(*Continued on page 18*)

ABSENT MINDED PROFESSOR (BV)

Radio City, New York ($163,100)	7 wk.	104%
Music Hall, Seattle ($7,100)	5 "	176%
Memorial, Boston ($17,900)	5 "	115%
State-Lake, Chicago ($25,000)	11 "	110%
Michigan, Detroit ($20,300)	5 "	97%
Fox, San Francisco ($12,300)	4 "	117%
Stanley, Philadelphia ($18,700)	8 "	88%
Brown, Louisville ($8,700)	5 "	146%
Loew's Midcity, St. Louis ($11,300)	6 "	107%
State, Omaha ($5,200)	5 "	146%
Music Box, Seattle ($5,700)	5 "	97%

ANGEL BABY (AA)

Palms, Detroit ($24,800)	1 "	71%
Paramount, Boston ($16,800)	1 "	88%
Admiral-Chief-Skyvue, Omaha (No. Ave.)	1 "	Ave. $10,000
Randolph, Philadelphia ($13,000)	1 "	60%

BIG SHOW (20TH-FOX)

Palace, New York ($22,500)	1 "	68%
Fox, St. Louis ($14,300)	1 "	69%
Ohio, Louisville (No. Ave.)	1 "	Ave. $5,000
Randolph, Philadelphia ($13,000)	1 "	66%
Oriental, Chicago ($27,000)	2 "	79%
Coliseum, Seattle ($8,600)	1 "	60%
Fox, Detroit ($12,600)	1 "	97%
Warfield, San Francisco ($10,000)	1 "	90%
Orpheum, Omaha ($8,700)	1 "	64%

BY LOVE POSSESSED (UA)

United Artists, Chicago ($20,800)	4 "	82%
Stanton, Philadelphia ($13,400)	4 "	75%
Madison, Detroit ($16,000)	2 "	98%
United Artists, San Francisco ($13,500)	2 "	71%
Paramount, Seattle ($12,300)	2 "	60%
Orpheum. Boston ($12,400)	3 "	113%
Loew's, St. Louis ($13,000)	2 "	123%
Chief-Skyvue, Omaha (No. Ave.)	2 "	Ave. $8,300
Capitol, New York ($45,900)	1 "	76%

DEADLY COMPANIONS (PATHE)

Loew's. St. Louis ($13,000)	1 "	81%
Warfield, San Francisco ($10,000)	1 "	75%

EXODUS (UA)

Warner, New York ($21,900)	32 "	119%
Saxon, Boston ($18,400)	28 "	123%
Cine Stage, Chicago (No. Ave.)	31 "	Ave. $20,500
Boyd, Philadelphia ($21,700)	25 "	100%
Mercury, Detroit ($14,300)	18 "	140%
Alexandria, San Francisco ($12,500)	20 "	130%
Blue Mouse, Seattle ($10,600)	11 "	103%
Esquire, St. Louis ($12,500)	12 "	99%
Admiral, Omaha (No. Ave.)	5 "	Ave. $7,400
Brown, Louisville ($8,700)	4 "	140%

FANNY (WB)

Blue Mouse, Seattle ($10,600)	3 "	76%
Randolph. Philadelphia ($13,000)	3 "	141%
Esquire, St. Louis ($12,500)	3 "	126%
Radio City, New York ($163,000)	3 "	119%
Saxon, Boston ($18,400)	3 "	138%
Mary Anderson, Louisville ($6,100)	1 "	123%
Madison, Detroit ($16.000)	2 "	99%
Chicago, Chicago ($28,100)	2 "	147%

FRANCIS OF ASSISI (20TH-FOX)

Warfield, San Francisco ($10,000)	2 "	130%
Paramount. Boston ($16,800)	1 "	72%
Oriental, Chicago ($27,000)	2 "	99%

GIDGET GOES HAWAIIAN (COL.)

Fifth Avenue, Seattle ($7,900)	3 "	102%
St. Louis, St. Louis ($12,500)	2 "	104%
Michigan, Detroit ($20,300)	2 "	81%
United Artists, Louisville ($9,000)	1 "	100%
Pilgrim, Boston ($9,500)	1 "	95%

GOODBYE AGAIN (UA)

Astor, New York ($25,900)	4 "	100%
Fine Arts, New York ($9,900)	4 "	138%
Goldman, Philadelphia ($12,800)	1 "	110%
Michigan, Detroit ($20,300)	1 "	91%
United Artists, San Francisco ($13,500)	2 "	88%

GUNS OF NAVARONE (COL.)

Criterion, New York ($27,300)	5 "	253%
United Artists, Detroit ($19,700)	3 "	132%
State-Lake, Chicago ($25,000)	4 "	154%
St. Francis, San Francisco ($13,200)	4 "	173%
Fox, Philadelphia ($14,800)	2 "	270%
Loew's. St. Louis ($13,000)	1 "	231%
Gary, Boston ($10,300)	2 "	311%

HOMICIDAL (COL.)

Palms, Detroit ($24,800)	2 "	80%
Paramount, San Francisco ($15,200)	2 "	110%
Coliseum, Seattle ($8,600)	2 "	107%
Omaha, Omaha ($7,700)	1 "	117%

HOUSE OF FRIGHT (AIP)

Admiral-Chief Skyvue, Omaha (No Ave.)	1 "	Ave. $10,000

KING OF THE ROARING TWENTIES (AA)

Chief Skyvue, Omaha (No Ave.)	1 "	Ave. $8,000

LADIES MAN (PAR.)

Oriental. Chicago ($27,000)	3 "	90%
Palms, Detroit ($24,800)	2 "	71%
St. Louis, St. Louis ($12,500)	2 "	112%
Pilgrim, Boston ($9,500)	1 "	85%
Omaha. Omaha ($7,700)	1 "	138%
Ohio, Louisville (No Ave.)	1 "	Ave. $7,000
Coliseum, Seattle ($8,600)	1 "	117%
Paramount, San Francisco ($15,200)	1 "	151%

LA DOLCE VITA (ASTOR)

Henry Miller, New York (No. Ave.)	14 "	Ave. $22,300
Gary, Boston ($10,300)	12 "	132%
Todd, Chicago (No Ave.)	6 "	Ave. $20,300
Boyd, Philadelphia ($21,700)	1 "	91%
Clay-Larkin, San Francisco (No Ave.)	1 "	Ave. $29,000
T-L Krim, Detroit ($5,200)	2 "	450%

LAST SUNSET (U-I)

State-Lake, Chicago ($25,000)	3 "	79%
Orpheum, Omaha ($8,700)	1 "	86%
Fox, St. Louis ($14,300)	2 "	112%
Palace, New York ($22,500)	6 "	90%
Music Box, Seattle ($5,700)	2 "	95%
Goldman, Philadelphia ($12,800)	4 "	82%
Golden Gate, San Francisco ($19,700)	3 "	70%
Kentucky, Louisville ($7,600)	3 "	82%

LAST TIME I SAW ARCHIE (UA)

Stanley, Philadelphia ($18,700)	2 "	60%
Coliseum, Seattle ($8,600)	1 "	86%
United Artists, San Francisco ($13,500)	2 "	63%
Victoria, New York ($19,000)	5 "	68%
Madison, Detroit ($16,000)	2 "	94%
Orpheum, Boston ($12,400)	1 "	76%
United Artists, Louisville ($9,000)	1 "	68%
Loew's Midcity, St. Louis ($11,300)	2 "	128%
Roosevelt, Chicago ($21,000)	2 "	65%
Chief-Skyvue, Omaha (No Ave.)	1 "	Ave. $10,000

LOVE IN A GOLDFISH BOWL (PAR.)

Omaha, Omaha ($7,700)	1 "	61%
Golden Gate, San Francisco ($19,700)	1 "	60%

MORGAN THE PIRATE (MGM)

Loew's, St. Louis ($13,000)	1 "	71%
Warfield, San Francisco ($10,000)	2 "	100%
Stafe, Omaha ($5,200)	1 "	99%
United Artists, Louisville ($9,000)	1 "	66%
Music Hall, Seattle ($7,100)	1 "	60%

NAKED EDGE (UA)

Victoria, New York ($19,000)	4 "	136%
Orpheum, Boston ($12,400)	1 "	137%
Palms, Detroit ($24,800)	1 "	71%
Paramount, Seattle ($12,300)	1 "	63%
Viking, Philadelphia ($7,000)	1"	214%

NIKKI, WILD DOG OF THE NORTH (BV)

Goldman, Philadelphia ($12,800)	1 "	64%
Fox, San Francisco ($12,300)	1 "	134%
Roosevelt, Chicago ($21,000)	1 "	105%

ON THE DOUBLE (PAR.)

Goldman, Philadelphia ($12,800)	2 "	99%
Rivoli, New York ($24,800)	5 "	76%
Metropolitan, Boston ($11.600)	3 "	122%
Michigan, Detroit ($20,300)	2 "	81%
Esquire, Chicago ($13,500)	4 "	109%
St. Louis, St. Louis ($12,500)	1 "	83%

PARENT TRAP (B.V.)

Woods, Chicago ($25,100)	5 "	101%
Capitol, New York ($45,900)	4 "	68%
Midtown, Philadelphia ($10,400)	5 "	104%
Metropolitan, Boston ($11,600)	4 "	123%
Loew's, Midcity, St. Louis ($11,300)	4 "	124%
Fifth Avenue, Seattle ($7,900)	3 "	149%
Grand Circus, Detroit ($13,000)	4 "	126%
United Artists, Louisville ($9,000)	3 "	127%
Fox, San Francisco ($12,300)	3 "	142%
State, Omaha ($5,200)	2 "	221%

PARRISH (WB)

Radio City, New York ($163,100)	4 "	88%
Chicago, Chicago ($28,100)	3 "	84%
Stanley, Philadelphia ($18,700)	3 "	70%
Orpheum, Omaha ($8,700)	2 "	90%
Fox, St. Louis ($14,300)	2 "	112%
Music Hall, Seattle ($7,100)	2 "	73%
Michigan, Detroit ($20,300)	1 "	94%
Mary Anderson, Louisville ($6,100)	3 "	102%
Paramount, San Francisco ($15,200)	2 "	99%
Memorial, Boston ($17,900)	4 "	100%

PLEASURE OF HIS COMPANY (PAR.)

Chicago, Chicago ($28,100)	4 "	80%
Arcadia, Philadelphia ($13,200)	6 "	77%
Golden Gate, San Francisco ($19,700)	4 "	71%
Radio City, New York ($163,100)	5 "	96%
Ambassador, St. Louis ($10,700)	4 "	114%
Grand Circus, Detroit ($13,000)	2 "	131%
Paramount, Boston ($16,800)	4 "	66%
Ohio, Louisville (No Ave.)	3 "	Ave. $7,500
Orpheum, Omaha ($8,700)	2 "	102%

RAISIN IN THE SUN (COL.)

Forum, New York ($19,700)	13 "	85%
Adams, Detroit ($9,800)	5 "	119%
St. Francis, San Francisco ($13,200)	3 "	89%
Fifth Avenue, Seattle ($7,900)	1 "	181%
Midtown, Philadelphia ($10,400)	5 "	83%
Orpheum, Omaha ($8,700)	1 "	60%
Roosevelt. Chicago ($21,000)	3 "	87%
Pageant, St. Louis ($4,100)	5 "	70%
Capri, Boston ($8,100)	2 "	148%

RING OF FIRE (MGM)

Blue Mouse, Seattle ($10,600)	1 "	60%
Loew's, St. Louis ($13,000)	1 "	71%
Warfield, San Francisco ($10,000)	1 "	91%
State, Omaha ($5,200)	1 "	69%

ROMANOFF AND JULIET (U-I)

Stagedoor, San Francisco ($5,000)	2 "	130%
Exeter, Boston (No Ave.)	4 "	Ave. $6,300
Shady Oak, St. Louis (No Ave.)	1 "	Ave. $1,500

THE *Tip-off* ON BUSINESS

An Exclusive MOTION PICTURE EXHIBITOR Estimate, based on data assembled by an experienced field staff, and drawn from other industry sources.

Average reported grosses for a preceding 13-week period are used as a comparative. This estimate covers features in more than 300 first-run engagements.

**INDICATES ESTIMATED AVERAGE WEEKLY GROSS OF THEATRE FOR THE FIRST 13 WEEKS OF 1960*

OTHER FIGURES INDICATE ESTIMATED AVERAGE WEEKLY GROSS OF THAT THEATRE FOR THIRD 13 WEEKS OF 1960.

SNOW WHITE AND THE THREE STOOGES (20TH-FOX)

Coliseum, Seattle ($8,600)	1 "	74%
Stanley, Philadelphia ($18,700)	2 "	60%
Paramount, New York ($32,700)	2 "	69%
Fox, San Francisco ($12,300)	1 "	74%
Fox, St. Louis ($14,300)	1 "	112%
Fox, Detroit ($12,600)	1 "	118%
Omaha, Omaha ($7,700)	1 "	104%
Kentucky, Louisville ($7,600)	1 "	61%
Paramount, Boston ($16,800)	1 "	160%

SPARTACUS (U-I)

DeMille, New York (*$13,700)	43 "	159%
McVickers, Chicago (*$16,200)	23 "	104%
Astor, Boston (*$8,700)	26 "	121%
Goldman, Philadelphia ($12,800)	22 "	96%
Madison, Detroit ($16,000)	21 "	103%
Music Box, Seattle ($5,700)	15 "	135%
Esquire, St. Louis ($12,500)	16 "	104%
United Artists,San Francisco($13,500)	15 "	122%
Brown, Louisville ($8,700)	8 "	98%
Dundee, Omaha (No Ave.)	9 "	Ave. $5,100
Loop, Chicago ($5.000)	3 "	245%
Mercury, Detroit ($14,300)	6 "	99%
Ambassador, St. Louis ($10,700)	3 "	129%

TAMMY, TELL ME TRUE (U-I)

Golden Gate, San Francisco ($19,700)	1 "	77%
United Artists, Chicago ($20,800)	2 "	106%
Omaha, Omaha ($7,700)	1 "	130%
Fox, St. Louis ($14,300)	1 "	161%
Kentucky, Louisville ($7,600)	1 "	86%

TWO LOVES (MGM)

Oriental, Chicago ($27,000)	2 "	71%
Arcadia, Philadelphia ($13,200)	3 "	67%
Blue Mouse, Seattle ($10,600)	1 "	60%
Warfield, San Francisco ($10,000)	1 "	80%
Loew's, St. Louis ($13,000)	1 "	66%
Grand Circus, Detroit ($13,000)	2 "	77%
Mary Anderson, Louisville ($6,100)	1 "	69%
Rivoli, New York ($24.800)	5 "	60%
Orpheum, Boston ($12,400)	1 "	99%

TWO RODE TOGETHER (COL)

Fox, Philadelphia ($14,800)	2 "	81%

VOYAGE TO THE BOTTOM OF THE SEA (20TH-FOX)

Arcadia, Philadelphia ($13,200)	1 "	79%
Paramount, New York ($32,700)	1 "	100%
Fox, Detroit ($12,600)	2 "	111%

WILD IN THE COUNTRY (20TH-FOX)

Oriental, Chicago ($27,000)	2 "	61%
Paramount, New York ($32,700)	3 "	60%
Omaha, Omaha ($7,700)	1 "	80%
Coliseum, Seattle ($8,600)	1 "	82%
Fox, St. Louis ($14,300)	1 "	73%
Capri, Boston ($8,100)	4 "	66%
Viking, Philadelphia ($7,000)	5 "	86%
Fox, San Francisco ($12,300)	1 "	90%
Fox, Detroit ($12,600)	2 "	98%
Kentucky, Louisville ($7,600)	3 "	92%

NEW ORLEANS

(*Continued from page 16*)

T. G. Solomon, president, Gulf States, who is a national director on the board of the Will Rogers Memorial Hospital, Saranac Lake, N.Y., reported on the hospital's expansion and research plans at a breakfast in the Gold Room of the Roosevelt Hotel. . . . MGM and Loew's State hosted a preview of "The Honeymoon Machine" with the new star Jim Hutton present for an autograph party. . . . Tickets for the world premiere of U-I's "Tammy Tell Me True," Joy, were sold by the Optimist Club for benefit of their club's boys work fund. . . . Mrs. Della Jean Favre, president, WOMPI, announced that the club's third Variety show was now in the casting stage with the first performance in September to benefit WOMPI's own service fund. . . . One of the newest WOMPI local projects is making gingham and calico circus for the mental patients in Charity Hospital. The children stuff them with nylon hose, which the WOMPI's also supply, with the stuffing part of the youngster's occupational therapy. WOMPI Gene Barnette proposed the project to the club and presented the cotton circus at the hospital. . . . J. Randolph Ogden was recently named manager at the Gordon, Baton Rouge, La., while Charles Bazzell, who formerly managed both the Gordon and Varsity, will be in charge of management of the latter only. Both are properties of Ogden Theatres Estate, Baton Rouge, La.

PHILADELPHIA

Albert Glaubinger, United Artists branch manager, was injured in a fall and recuperated at home for several days. . . . Jack Jaslow has several esoteric subjects available for booking, including "Kipling's Women." . . . The Senate, Harrisburg, Pa., started advertising "Babes In Toyland" as its Christmas attraction. While people are kidding about it, it, at least, started a lot of talking.

David Milgram, president, Milgram Theatres, was reported purchasing for $1,700,000 the Fox Theatre Building, built by William Fox. The 17-story office building will be renovated and changed.

ST. LOUIS

WOMPIs selected their delegate and her alternates to the national convention, and elected a new recording secretary. Appropriately enough, Charlotte Murphy, Columbia booker, was chosen as the delegate to go to Charlotte for the WOMPI convention Sept. 22. Her alternates are Teresa Boheim, Paramount; Rita Brusselback, United Artists; and Fan Krause, MGM. LaDonna Pruitt, 20th-Fox, was elected the new recording secretary. She filled a vacancy caused by the resignation of Jane Smoller, Paramount. Two new members were welcomed. They are Josephine Clyburn, MGM, and Shirley Trotter, United Artists. . . . Jim Hutton, featured player in "Honeymoon Machine," was in town for tv and radio appearances and visited the MGM office. . . . The Missouri-Illinois Theatre Owners announce they have two new entries

PROGRESSIVE ELECTRIC CONSTRUCTION CO INC.

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Theatre Installations and Maintenance



Bob Anderson, Ellis' Bala, Bala-Cynwyd, Pa., in cooperation with the Antique Auto Club of Delaware Valley, had this 1919 vintage model "T" Ford on the streets as bally for Buena Vista's "The Absent Minded Professor."

for the Miss Film Row contest to be held at the convention Sept. 18. The new entries are Rita Brusselback, United Artists, and Norma Omohunbro, Universal. Pearl Baerman, head inspectress at Universal, returned to work. She has been out sick since March 26. . . . Robert Conn, 20th-Fox sales representative from New York, visited here. . . . The Savoy, Blytheville, Ark., is being reopened by Warren Moxley. . . . The Midtown has reopened for Sunday showings only. . . . Herman Gorelick, back in town after a "very successful" swing through Kentucky and southern Illinois, announces that he has taken over distribution locally for two more film companies — Hoffberg Productions and Fanfare Films. . . . Cliff Drozda has been appointed associate in the William Zalken public relations firm and will handle theatricals.

SALT LAKE CITY

Salt Lake Tabernacle Choir appeared in person at the Villa premiere of "This Is Cinerama." Featured in the film, they did three "live" numbers prior to the show. . . . Sero Amusement's Utah branch manager Michael Pilaris, announces $400,000 is being spent to make the Hyland Drive-In one of the most modern in the country. The outdoors spot will have twin screens, asphalt parking area, new refreshment and snack bar, new playground, rest-rooms and modern projection equipment.

SAN ANTONIO

Milt Overman, AIP representative, called on officials of the Interstate Theatre Circuit in behalf of "Master of the World." . . . "Morgan the Pirate" went into the Alamo, Trail, Towne Twin, and Fredericksburgh Road drive-ins, in a first-run booking. . . . A local grocery store chain is offering a free week end trip for two to Disneyland, free passes to the Laurel, and copies of the book, "Nikki," upon which the latest Walt Disney film is based which is to be shown at the Laurel. . . . William Lewis, exploitation man for Columbia at Dallas, was in to assist in the promotion of "Two Rode Together" at the Majestic. . . . Members of the First Christian Church at Dublin, Tex., are being provided with information on pictures, current and coming, by their pastor, Reverend Walter L. George, by means of markings on a calendar of programs issued monthly by the Majestic. The minister's efforts have the support of Mr. and Mrs. Charles Otts, owners of the Majestic, who supply him with the program calendars. A black circle around a picture title is Reverend George's way of telling his members that the picture is "very excellent." A big red cross on the title means "very objectionable, not recommended for anyone, especially children." A small red cross means "generally useless; you could just as well do without." No marking at all means "good entertainment." . . . Lopert Films' "Never on Sunday" remains the only picture in the Abilene, Tex., new censor board — the nine man Theatrical Board of Review — to receive a "C" rating. All other films classified have received approved ratings. A "C" rating is considered objectionable for those under 18 who may not be admitted to places where such a picture is shown unless accompanied by a parent or a guardian. Charges against Mrs. Katherine Jacob, owner, Tower Twin Drive-In, and her manager, Duane Gates, for not advertising "Never on Sunday" as a "C" picture or complying with other aspects of the censor ordinance are expected to be heard in Municipal Court in Abilene during September. . . . El Paso, Tex., was completely blacked-out due to an electrical power failure. Service was returned in about an hour. Indoor and drive-ins refunded admissions or issued rain checks. . . . Robert Hargrove has taken over the operation of the Twin Palms at Corpus Christi, Tex. . . . Jane Russell, the Hollywood film actress, who was appearing at Juarez, Mexico, appeared at the Valley, El Paso, Tex., which was showing one of Miss Russell's early motion pictures, "The Fuzzy Pink Nightgown." . . . Kenneth McAdoo, postmaster, Warren Jenkins, storeowner, and Gerald Laughlin, banker, are among the owners of the Rialto at Higgins, Tex., which is owned and operated by a group of the town's businessmen. . . . Theatre officials at El Paso, Tex., are discussing with the city attorney the possibility of getting a city ordinance to make it illegal to sneak into a theatre without first paying admission. The lack of such a law came to attention when James Collins, an employee of the Del Norte Drive-In, operated by Lone Star Theatres, became suspicious when he saw a 16 year old girl arrive by herself. After the girl parked her auto, Collins approached the car and found two youths enjoying the show with her. He called police. The youths, 17 and 20, admitted jumping over the fence and sneaking in. After officers hauled the youths to jail, Collins was still suspicious. So, he went back to the car and checked it closely, and found another teenager hiding in the trunk. Finally, all three were booked on charges of vagrancy and "failure to pay theatre admissions." A careful check of the city ordinances failed to uncover any such charges. The youths were later released.

SEATTLE

Two men held up the boxoffice of the Sno-King Drive-In, two miles north of Lynnwood, and escaped with $41. . . . "Bye Bye Birdie" opens here at the Orpheum July 31st and will play through August 7. . . . All 6,000 seats are already sold out six weeks before the show date for the Harry Belafonte Show at the forthcoming Vancouver Festival in Vancouver, B.C. Sponsored by Northwest Releasing, the show will also be brought to Seattle on Aug. 20. . . . August offerings will include "Thief of Bagdad" (MGM); "Honeymoon Machine" (MGM); "On the Double" (Para); and "Guns of Navarone" (Col.).

Harry Wood, 20th-Fox auditor, and his wife are in Seattle for an extended stay. . . . Sterling's annual picnic for their executive personnel was held at the summer home of Mr. Danz on Lake Washington. . . . Marian Hall, Allied Artists secretary, will be married the end of August to William Hartley. . . . Harry Thomas, sales manager for First Division, was in from Los Angeles.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



AUGUST 2, 1961 SECTION TWO
VOL. 66, NO. 9

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope	MC—MetroColor	TC—Technicolor	VV—VistaVision
DC—DeLuxe Color	PV—Panavision	TE—Technirama	C—Other color
EC—Eastman Color	RE—Reissue	TS—Totalscope	

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6105 **ANGEL BABY**—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film introduces new star

6108 **BRAINWASHED**—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—German-made; English dialogue.

BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles.

6009 **CALTIKI, THE IMMORTAL MONSTER**—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the duallers

6106 **DAVID AND GOLIATH**—SP-95m.—(EC; TotalScope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle should prove saleable—Italian-made—dubbed in English.

6007 **HELL TO ETERNITY**—MD-132m.—Jeffrey Hunter, Patricia Owens—4729 (8-17-60)—High rating war entry

6016 **HEROD THE GREAT**—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made spectacle—Italian-made; dubbed in English

6014 **HEROES DIE YOUNG**—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller

6107 **KING OF THE ROARING 20's**—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a notorious gambler.

6101 **LOOK IN ANY WINDOW**—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploitable angles

6103 **OPERATION EICHMANN**—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama

6008 **PLUNDERERS, THE**—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans

6006 **RAYMIE**—D-73m.—David Ladd, Julie Adams, John Agar—4757 (10-12-60)—Programmer for family trade

6013 **SERENGETI SHALL NOT DIE**—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grizimek—4789 (2-8-61)—Good documentary on Africa

6003 **SEX KITTENS GO TO COLLEGE**—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower half

6010 **TORMENTED**—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half

6015 **UNFAITHFULS, THE**—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Mar. **DONDI**—David Janssen, Patti Page, David Kory
May **TIME BOMB**—Curt Jurgens, Mylene Demongeot
June **ARMORED COMMAND**—Howard Keel, Tina Louise
Aug. **TWENTY PLUS TWO**—David Janssen, Jeanne Crain, Dina Merrill

COMING

BIG WAVE, THE—Seesue Hayakawa—Japanese-Made
BILLY BUDD—Robert Ryan, Peter Ustinov
BLOODY BROOD—Barbara Lord, Jack Bett
GEORGE RAFT STORY, THE—Ray Danton, Jayne Mansfield, Julie London

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

ALAKAZAM THE GREAT—CAR. 84m.—(C; Matiscope)—Voices of Frankie Avalon, Dodie Stevens, Jonathan Winters—4841 (7-26-61)—Amusing and entertaining cartoon—Japanese-made; English dialogue

506 **AMAZING TRANSPARENT MAN, THE**—MD-60m.—Marguerite Chapman, Douglas Kennedy—4749 (9-14-60)—Lower half science fiction

606 **BEWARE OF CHILDREN**—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English

605 **BEYOND THE TIME BARRIER**—MD-80m.—Robert Clarke, Darlene Tompkins—4729 (8-17-60)—Science fiction for the duallers

602 **BLACK SUNDAY**—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—Dubbed in English

509 **GOLIATH AND THE DRAGON**—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)——Spectacle should do okay when actively sold—Italian-made; dubbed in English

601 **HAND, THE**—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England

604 **HOUSE OF FRIGHT**—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English

508 **JOURNEY TO THE LOST CITY**—MD-95m.(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the program

603 **KONGA**—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English

607 **MASTER OF THE WORLD**—SFD-104m.—(Magna Color; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—Well-made, interesting science fiction entry

507 **PORTRAIT OF A SINNER**—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in particular—English

TO BE REVIEWED

LOST BATTALION—Leopold Salcedo, Diane Jergens
OPERATION CAMEL—Nora Hayden, Louis Renard
PIT AND THE PENDULUM, THE—(C; Panavision)—Vincent Price, Barbara Steele
PROFESSIONALS, THE—William Lucas
REPTILICUS—(C)—Bodil Miller

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Pstronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Absent-Minded Professor, The	A1	Misc.
Ada	A3	MGM
Adventure, The		For.
Alakazam, The Great		A-I
Alamo	A1	UA
All Hands On Deck	A1	Fox
All In A Night's Work	A3	Par.
All the Young Men	A2	Col.
Amazing Transparent Man	A1	A-I
Angel Baby		AA
Angel Wore Red, The	A3	MGM
Angry Silence, The	A3	For.
Anna's Sin	A3	Fro.
•Armored Command		AA
•As The Sea Rages	A2	Col.
Atlantis, The Lost Continent	A2	MGM
Atlas		Misc.

PLEASE NOTE . . .

This yellow paper SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

*Bachelor In Paradise		MGM
*Back Street		U-I
Ballad Of A Soldier	A2	For.
Barefoot Mailman, The—RE	A1	Col.
Battle At Bloody Beach	A2	Fox
Belles And Ballets		For.
Between Time and Eternity	B	U-I
Beyond The Time Barrier	A1	A-I
Beware Of Children	A2	A-I
Big Deal On Madonna Street, The	A3	For.
*Big Gamble, The	A1	Fox
*Big Wave, The		AA
Big Show, The	B	Fox
*Billy Budd		AA
Bimbo The Great	B	WB
Black Sunday	A2	A-I
Blast Of Silence	A3	U-I
*Blood and Roses	B	Par.
*Bloody Brood		AA
*Blue Hawaii		Par.
Blueprint For Robbery	A2	Par.
Born Yesterday—RE	B	Col.
*Boy Who Found $100,000	A1	UA
Boy Who Stole A Million, The	A1	Par.
Brainwashed	A2	AA
*Breakfast At Tiffany's	A3	Par.
Breath of Scandal, A	B	Par.
Breathless	C	For.
Bridge, The	A2	AA
*Bridge To The Sun		MGM
Butterfield 8	B	MGM
By Love Possessed	A3	UA

C

Caltiki, The Immortal Monster		AA
Canadians, The	A2	Fox
*Cape Fear		U-I
Career Girl		Misc.
Career Girls On A Naked Holiday		Misc.
Carmen Comes Home		For.
Carry On Nurse	B	For.
Carthage In Flames	B	Col.
*Cat Burglar, The	A2	UA
Cheaters, The		For.
Cimarron	A1	MGM
Cinderella	A1	Par.
Circle of Deception	SP	Fox
*Claudelle Inglish		WB
*Cleopatra		Fox
Code Of Silence		Misc.
College Confidential	A3	U-I
*Colossus Of Rhodes, The		MGM
Come Dance With Me	C	For
Come September	A3	U-I
Confess, Dr. Corda		For
Cool Wind In August, A		Misc.
*Couch, The		WB
*Counterfeit Traitor, The		Par.
Cow And I, The	A2	For.
Crowded Sky, The	A3	WB
Crowning Experience, The	SP	Misc.
Cry Freedom		For.
Cry For Happy	B	Col.
Curse Of The Werewolf	B	U-I

D

Dark At The Top Of The Stairs, The	A3	WB
David and Goliath	A1	AA
Days Of Thrills And Laughter	A1	Fox
Dead One, The		Misc.
Deadly Companions, The	A2	Misc.
Desert Attack	A1	Fox
Desire In The Dust	B	Fox
*Devil At 4 O'clock, The		Col.
Devil's Commandment, The		For.
Dog, A Mouse and A Sputnick, A		For.
*Dondi	A1	AA
Don Quixote—USSR	A2	MGM
*Double Trouble		Fox
Dreams		For
Dr. Blood's Coffin	A2	UA

E

Elephant Walk—RE	A2	Par.
End of Innocence	A3	For.
Enemy General, The	A2	Col.
Entertainer, The	B	For.
*Errand Boy, The		Par.
*Escape From Zahrain		Par.
Esther And The King	B	Fox
Exodus	A3	UA

F

Fabulous World of Jules Verne	A1	WB
Facts Of Life, The	A3	UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

506 **ALL THE YOUNG MEN**—D-87m.—Alan Ladd, Sidney Poitier, Ana St. Clair—4725 (8-3-60)—Fast-moving war story has names
508 **AS THE SEA RAGES**—D-74m.—Maria Schell, Cliff Robertson, Cameron Mitchell—4733 (8-31-60)—Mostly suitable for art spots—Filmed abroad
449-R **BAREFOOT, MAILMAN, THE**—MD-83m.—(SuperCinecolor)—Robert Cummings, Terry Moore—4753 (9-28-60)—Interesting program for duallers—Reissue
BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue
CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made
529 **CRY FOR HAPPY**—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles
505 **ENEMY GENERAL, THE**—MD-74m.—Van Johnson, Dany Carrel—4729 (8-17-60)—Counter espionage meller for duallers
507 **FAST AND SEXY**—(TE; TC)-98m.—Gina Lollobrigida, Dale Robertson—4733 (8-31-60)—Good comedy loaded with Gina's curves
539 **FIVE GOLDEN HOURS**—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England
601 **GIDGET GOES HAWAIIAN**—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program
603 **GUNS OF NAVARONE, THE**—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed Abroad
523 **HAND IN HAND**—D-75m.—Loretta Parry, Philip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English
516 **HELL IS A CITY**—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for the program—England
540 **HOMICIDAL**—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick
512 **I AIM AT THE STARS**—BIOD-107m.—Curt Jurgens, Victoria Shaw—4750 (9-14-60)—Timely, controversial biopic can be exploited
519 **JAZZ BOAT**—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English
513 **LET NO MAN WRITE MY EPITAPH**—D-106m.—Burl Ives, Shelley Winters—4753 (9-28-60)—Unpleasant but gripping drama has angles
534 **MAD DOG COLL**—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program
MEIN KAMPF—DOC.-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating
541 **MOST DANGEROUS MAN ALIVE**—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half
510-R **ON THE WATERFRONT**—MD-108m.—Marlon Brando, Eva Marie Saint—4733 (8-31-60)—Rugged meller is one of the best—Reissue
527 **PASSPORT TO CHINA**—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half
520 **PEPE**—C-157m.—(Panavision-CS-TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining
PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue
518 **PLEASE TURN OVER**—C-86m.—Ted Ray, Jean Kent—4757 (10-12-60)—Plenty of laughs in cute comedy—England
533 **RAISIN IN THE SUN, A**—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high
SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue
535 **STOP ME BEFORE I KILL**—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made
514 **SURPRISE PACKAGE**—C-100m.—Yul Brynner, Mitzi Gaynor—4757 (10-12-60)—Entertaining comedy
522 **SWORD OF SHERWOOD FORREST**—MD-80m.—(EC; Megascope)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—English
530 **TERROR OF THE TONGS**—MD-80m.—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made
THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal
602 **TWO RODE TOGETHER**—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good selling angles
TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue
525 **UNDERWORLD, U. S. A.**—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program
WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy
524 **WARRIOR EMPRESS, THE**—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—(6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed in English
509-R **WILD ONE, THE**—MD-80m.—Marlon Brando, Mary Murphy—4733 (8-31-60)—Rugged meller lends itself to exploitation—Reissu

COMING FEATURES IN ORDER OF RELEASE

Aug. **MYSTERIOUS ISLAND**—(Super-Dynamation; C)—Michael Craig, Joan Greenwood
Sept. **GREENGAGE SUMMER, THE**—(C)—Kenneth More, Danielle Darrieux—French-made
Sept. **DEVIL AT 4 O'CLOCK, THE**—(CS; C)—Spencer Tracy, Frank Sinatra, Barbara Luna
Oct. **SCREAM OF FEAR**—Susan Strasberg, Ronald Lewis

COMING

FURY OF THE BARBARIANS—(C)—Edmund Purdom
PLAY IT COOL—Anthony Newley, Anne Aubrey
QUEEN OF THE PIRATES—Gianna Maria Canale—Super Cinescope—Italian made
3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKeever
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

ADA—D-100m.—(CS; MC)—Susan Hayward, Dean Martin—4841 (7-26-61)—Interesting drama on Southern people and politics
101 **ANGEL WORE RED, THE**—D-99m.—Ava Gardner, Dirk Bogarde, Joseph Cotten—4733 (8-31-60)—Sell the names for best results
113 **ATLANTIS, THE LOST CONTINENT**—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry
106 **BUTTERFIELD 8**—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems headed for better business
108 **CIMARRON-WSP**—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry
DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film
114 **GONE WITH THE WIND**—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue
111 **GO NAKED IN THE WORLD**—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences
105 **GORGO**—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England
116 **GREEN HELMET, THE**—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English
122 **HONEYMOON MACHINE, THE**—C-100m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy
103 **KEY WITNESS**—MD-81m.—(CS)—Jeffrey Hunter, Pat Crowley—4750 (9-14-60)—Very good juvenile delinquency meller
120 **MORGAN THE PIRATE**—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (5-17-61)—Very good actionful, slam-bang swashbuckler—Made in Italy
119 **RING OF FIRE**—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller
115 **SECRET PARTNER, THE**—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English
123 **THIEF OF BAGHDAD**—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for kids and young in heart—Italian made; dubbed in English
117 **TWO LOVES**—D-100m.—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
109 **VILLAGE OF THE DAMNED**—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England
110 **WHERE THE BOYS ARE**—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters
104 **WHERE THE HOT WIND BLOWS**—D-120m.—Gina Lollobrigida, Pierre Brasseur—4757 (10-12-60)—Strong sell, names will boost satisfactory import—French-Italian made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

June **MAGIC BOY**—(EC)—Japanese Animated Cartoon
June **SECRET OF MONTE CRISTO, THE**—(Dyaliscope; C)—Rory Calhoun, Gianna Maria Canale
Oct. **BRIDGE TO THE SUN**—Carroll Baker, James Shigetah
Oct. **INVASION QUARTET**—Bill Travers, Gregoire Aslan

COMING

BACHELOR IN PARADISE—Bob Hope, Lana Turner
COLOSSUS OF RHODES, THE—(CS; C)—Rory Calhoun, Lea Massari
FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thulin
HOW THE WEST WAS WON—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Siobhan McKenna
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT IN THE PIAZZA, THE—Olivia DeHavilland, Rossano Brazzi
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision, C)—Marlon Brando, Trevor Howard
SWORDSMAN OF SIENNA—Stewart Granger
TARTARS, THE—(CS; C)—Victor Mature, Orson Welles
THUNDER OF DRUMS, A—Richard Boone, George Hamilton
VERY PRIVATE LOVE, A—(MC)—Brigitte Bardot, Marcello Mastroianni
WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
5001 **BOY WHO STOLE A MILLION, THE**—MD-64m.—Maurice Reyna, Virgilio Texera, Marianne Benet—4753 (9-28-60)—Good program entry for family—Filmed in Spain
6006 **BREATH OF SCANDAL, A**—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has angles, names
6007 **CINDERFELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention—Reissue
6013 **FOXHOLE IN CAIRO**—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
6005 **G. I. BLUES**—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
6015 **LADIES MAN, THE**—C-106m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
6018 **LOVE IN A GOLDFISH BOWL**—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
R6012 **NAKED JUNGLE, THE**—MD-95m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter)—4819 (5-17-61)—Very funny Danny Kaye vehicle
6014 **ONE-EYED JACKS**—W-141m—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds)—4819 (5-17-61)—Cute, entertaining and sophisticated
6004 **SAVAGE INNOCENTS, THE**—D-110m.—(Technirama 70; TC)—Anthony Quinn, Yoko Tani—4758 (10-12-60)—Excellent educational subject with brilliant photography
6002 **UNDER TEN FLAGS**—D-92m.—Van Heflin, Mylene Demongeot, Charles Laughton—4734 (8-31-60)—Highly interesting yarn of "humane" warfare
6008 **WORLD OF SUZIE WONG, THE**—D-129m.(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

Sept. **BLOOD AND ROSES**—(TE; TC)—Mel Ferrer, Annette Vadim
Sept. **RESTLESS**—Jeffrey Hunter, Stella Stevens
Oct. **BREAKFAST AT TIFFANY'S**—(TC)—Audrey Hepburn, George eppard
Nov. **BLUE HAWAII**—(TC)—Elvis Presley, Joan Blackman

COMING

SUMMER AND SMOKE—(TC)—Laurence Harvey, Geraldine Page
ERRAND BOY, THE—Jerry Lewis
COUNTERFEIT TRAITOR—(TC)—William Holden, Lilli Palmer
HATARI—(TC)—John Wayne, Rod Buttons
MY GEISHA—(TC; Panavision)—Shirley MacLaine, Yves Montand
ESCAPE FROM ZAHRAIN—(TC; Panavision)—Yul Brynner, Sal Mineo
GIRL NAMED TAMIKO, A—(TC; Panavision)—Laurence Harvey, France Nuyen
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
TOO LATE BLUES—Bobby Darin, Stella Stevens

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
128 **BATTLE AT BLOODY BEACH**—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
120 **BIG SHOW, THE**—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
102 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
046 **DESIRE IN THE DUST**—D-102m.—(CS)—Raymond Burr, Martha Hyer—4753 (9-28-60)—Interesting drama of small Southern town
053 **DESERT ATTACK**—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
120 **FIERCEST HEART, THE**—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell.
056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
030 **FOR THE LOVE OF MIKE**—D-84m.—(CS; DC)—Richard Basehart, Danny Bravo—4725 (8-3-60)—Good program entry for family trade
FRABCIS OF ASSISI—D-105m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting religious drama
043 **FRECKLES**—D-84m.—(CS; DC)—Martin West, Carol Christenson—4754 (9-28-60)—Okay entry for the program
039 **GODDESS OF LOVE, THE**—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—(English dialogue; made in Italy)
036 **HIGH TIME**—C-103m.—(CS; DC)—Bing Crosby, Fabian, Tuesday Weld—4754 (9-28-60)—Cute comedy
038 **HIGH-POWERED RIFLE, THE**—MD-60m.—Willard Parker, Allison Hayes—4725 (8-3-60)—Program filler
IDIOT, THE—D-122m.—(C)—J. Borisova, Y. Yakovlev—4725 (8-3-60)—Interesting import—U. S. S. R. made; dubbed in English
037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
034 **LET'S MAKE LOVE**—C-118m.—(CS; DC)—Marilyn Monroe, Yves Montand, Tony Randall—4734 (8-31-60)—MM funfest headed for better money
102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
101 **MARRIAGE-GO-ROUND, THE**—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
131 **MISTY**—D-92m.—(CS; DC)—David Ladd, Pam Smith, Phantom, the horse—4834 (6-28-61)—Good entry for family trade and youngsters
104 **MILLIONAIRESS, THE**—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power

Fanny	A2	WB
Fast and Sexy	A3	Col.
Fast Set, The		For.
•Fate Of A Man		UA
Ferry to Hong Kong	A2	Fox
Fever In The Blood, A	A3	WB
Fiercest Heart, The	A2	Fox
Five Golden Hours	A3	Col.
Five Guns To Tombstone	A1	UA
Flaming Star	A1	Fox
•Flower Drum Song		U-I
Follow A Star		For.
For the Love Of Mike	A1	Fox
For Members Only		For.
•Four Horsemen Of The Apocalypse		MGM
Foxhole In Cairo	B	Par.
Frantic	A2	For.
Freckles	A1	Fox
French Mistress, A	A3	For.
Francis of Assisi	A1	Fox
Frontier Uprising	A1	UA
•Fury Of The Barbarians		Col.

G

Gambler Wore A Gun, The	A1	UA
General Della Rovere	A2	For.
•George Raft Story, The		AA
•Geronimo		UA
Gidget Goes Hawaiian	A2	Col.
G. I. Blues	B	Par.
Girl in Lovers' Lane, The		Misc.
•Girl Named Tamiko, A		Par.
Girl Of The Night	6P	WB
Go Naked In The World	B	MGM
Goddess of Love, The	B	Fox
Gold Of The Seven Saints	A2	WB
Goliath and the Dragon	A2	A-I
Gone With The Wind—RE	B	MGM
Good Girls Beware		For.
Goodbye Again	B	UA
Gorgo	A1	MGM
Grass Is Greener, The	A3	U-I
Great Imposter, The	A2	U-I
Green Helmet, The	A1	MGM
•Greengage Summer, The	A3	Col.
Green Carnation, The—See The Trials of Oscar Wilde		
Gun Fight	A1	UA
Guns Of The Navarone, The	A1	Col.

H

Hand, The	A2	A-I
Hand In Hand	A1	Col.
•Hatari		Par.
Heaven On Earth	A1	For.
Hell Is A City	A3	Col.
•Hell Is For Heroes		Par.
Hell To Eternity	B	AA
Herod, The Great	B	AA
Heroes Die Young	A3	AA
Hideous Sun Demon, The		Misc.
Hideout In The Sun		Misc.
High-Powered Rifle	A2	Fox
High Time	A1	Fox
Hippodrome		For.
Home Is The Hero	A2	For.
Homicidal	A2	Col.
Honeymoon Machine		MGM
Hoodlum Priest, The	A2	UA
Horse With The Flying Tail, The		Misc.
House Of Fright	B	A-I
Hound That Thought He Was A Racoon, The	A1	Misc
•House Of Women		WB
•How The West Was Won		MGM
•Hustler, The		Fox

I

I Aim At the Stars	A2	Col.
Idiot, The	A3	Fox
•Innocents, The		Fox
•Invasion Quartet	A1	MGM
It Happened In Broad Daylight		For
•It Happened In Athens		Fox

J

Jazz Boat	B	Col.
Journey To The Lost City	A2	A-I
Jungle Cat	A1	Misc.

K

Key Witness	A3	MGM
*King Of Kings, The		MGM
King Of The Roaring '20's		AA
Konga	A2	A-I

L

*Lad: A Dog		WB
Ladies' Man	A1	Par.
La Dolce Vita	SP	For.
*Lady L		MGM
*Land We Love, The		UA
*Lost Hero, The		U-I
Last Sunset, The	B	U-I
Last Time I Saw Archie, The	A2	UA
Last Woman On Earth, The		Misc.
League Of Gentlemen, The	A3	For.
Left, Right and Center	A1	For.
Legions Of The Nile	B	Fox
Let No Man Write My Epitaph	A3	Col.
Let's Make Love	B	Fox
*Light In The Piazza, The		MGM
*Lion Of Sparta		Fox
Little Angel	A1	For.
Little Shepherd of Kingdom Come, The	A1	Fox
Little Shop Of Horrors, The		Misc.
Long Rope, The	A2	Fox
Look In Any Window	B	AA
*Lost Battalion, The		A-I
Love And The Frenchwoman	B	For.
Love In A Goldfish Bowl	B	Par.
Love Specialist, The		For.
Love Game, The	C	For.
*Lover Come Back		U-I
*Loves Of Salammbo, The		Fox

M

Ma Barker's Killer Brood		Misc.
Mad Dog Coll	B	Col.
*Madison Avenue		Fox
Magdalena	C	For.
*Magic Boy, The	A1	MGM
Magnificent Seven, The	A2	UA
*Majority Of One, A		WB
Make Mine Mink	A3	For.
Man In The Moon		For.
Marie Octobre	A2	For.
Marriage-Go-Round	B	Fox
*Marines Lets Go		Fox
Mary Had A Little		UA
*Mask, The		WB
Master of the World	A1	A-I
Matter Of Morals, A	B	UA
Mein Kampf	A2	Col.
*Merrill's Maurauders		WB
Midnight Lace	A2	U-I
Mighty Crusaders, The	A1	For.
Millionairess, The	B	Fox
Minotaur, The	B	UA
Misfits, The	B	UA
Misty	A1	Fox
Modigliani Of Montparnasse		For.
Monster Of The Piedras Blancas, The		Misc.
Morals Squad		Misc.
Morgan The Pirate	B	MGM
*Most Dangerous Man Alive, The	B	Col.
*Music Man, The		W
*Murder, She Said		MGM
*Mutiny On The Bounty		MGM
*My Geisha		Par.
*Mysterious Island		Col.

N

Naked Edge, The	A2	UA
Naked Jungle, The—RE	A2	Par.
Natchez Trace		Misc.
Neapolitan Carousel		For.
Never On Sunday	C	For.
Next To No Time		For.
Nightfighters, The	A2	UA
Nikki, Wild Dog Of The North	A1	Misc.
No Morals		For.
North To Alaska	A3	Fox

O

Ocean's Eleven	A3	WB
Okefenokee		Misc.
*Oldest Confession, The		AU
Ole Rex	A1	U-I
On The Double	A1	Par.
On The Waterfront—RE	A2	Col.

051 **NORTH TO ALASKA**—C-122m.—(CS; DC)—John Wayne, Capucine, Fabian—4766 (11-9-60)—Comedy has angles
029 **ONE FOOT IN HELL**—W-90m.—(CS; DC)—Alan Ladd, Dolores Michaels—4729 (8-17-60)—Good western
126 **RETURN TO PEYTON PLACE**—D-122m.—(CS; DC)—Carol Lynley, Jeff Chandler, Eleanor Parker—4814 (5-3-61)—Sequel should prove popular
127 **RIGHT APPROACH, THE**—CD-92m.—(CS)—Frankie Vaughan, Martha Hyer—4814 (5-3-61)—Modern youth opus misses
115 **SANCTUARY**—D-90m.—(CS)—Lee Remick, Yves Montand—4794 (2-22-61)—Off-beat look at life and love in the south
047 **SECRET OF THE PURPLE REEF, THE**—MD-80m.—(CS; DC)—Jeff Richards, Margia Dean—4762 (10-26-60)—Average programmer
044 **SQUAD CAR**—MD-61m.—Vicl Raaf, Paul Bryar—4787 (1-25-61)—For the lower half
026 **SEPTEMBER STORM**—MD-99m.—(Stereovision; CS; DC)—Joanne Dru, Mark Stevens—4758 (10-12-60)—Entertaining entry in 3-D process
116 **SNIPER'S RIDGE**—MD-61m.—(CS)—Jack Ging, Stanley Clements—4790 (2-8-61)—Fair war programmer
130 **SNOW WHITE AND THE THREE STOOGES**—C-107m.—(CS; DC)—Carol Heiss, 3 Stooges—4825 (5-31-61)—Attractive entry for families and children in particular
050 **TESS OF THE STORM COUNTRY**—D-84m.—(CS; DC)—Diane Baker, Jack Ging—4790 (2-8-61)—Interesting version of classic
117 **TRAPP FAMILY, THE**—D-106m.—(DC)—Ruth Leuwerik, Hans Holt—4797 (3-8-61)—Family yarn good for the program—German made; dubbed in English
027 **TRAPPED IN TANGIERS**—MD-74m.—(CS)—Edmund Purdom, Genevieve Page—4726 (8-3-60)—Lower half filler—Italian-made dubbed in English
032 **39 STEPS, THE**—MD-95m.—(DC)—Kenneth More, Taina Elg—4726 (8-3-60)—Chase meller for the program—England
UPSTAIRS AND DOWNSTAIRS—C-100m.—(DC)—Mylene Demongeot, Michael Craig—4777 (12-21-60)—Cute comedy—English
133 **VOYAGE TO THE BOTTOM OF THE SEA**—MD-107m.—(CS; DC)—Walter Pidgeon, Joan Fontaine—4834 (6-28-61)—Moder day science fiction should do okay
042 **WALK TALL**—W-60m.—(CS; DC)—Willard Parker, Joyce Meadows—4762 (10-26-60)—Lower half filler
129 **WILD IN THE COUNTRY**—D-114m.—(CS; DC)—Elvis Presley, Hope Lange—4830 (6-14-61)—Well-made dramatic story has rowley for draw
054 **WIZARD OF BAGHDAD, THE**—C-93m.—(CS; DC)—Dick Shawn, Diane Baker—4777 (12-21-60)—Amusing programmer
033 **YOUNG JESSE JAMES**—W-73m.—(CS)—Ray Stricklyn, Merry Anders—4730 (8-17-60)—Lower half western

COMING FEATURES IN ORDER OF RELEASE

Aug. **MARINES LETS GO**—Tom Tyron, Linda Hutchis
Sept. **HUSTLER, THE**—Paul Newman, Jackie Gleason, Piper Laurie
Sept. **INNOCENTS, THE**—(CS)—Deborah Kerr, Michael Redgrave

COMING

BIG GAMBLE, THE—(CS; DC)—Stephen Boyd, Juliette Grecco
CLEOPATRA—(Todd-AO; C)—Elizabeth Taylor, Stephen Boyd
DOUBLE TROUBLE—(CS; DC)—Tommy Noonan, Pete Marshall
IT HAPPENED IN ATHENS—(CS; C)—Jayne Mansfield, Nico Minardos
LION OF SPARTA—(CS; C)—Richard Egan, Diane Baker
LOVES OF SALAMMBO, THE—(DC)—Jeanne Valerie, Jacques Sernas
MADISON AVENUE—(CS)—Dana Andrews, Eleanor Parker
SECOND TIME AROUND THE—Debbie Reynolds, Andy Griffith
QUEEN'S GUARD, THE—(CS)—Raymond Massey, Robert Stevens—England
SILENT CALL, THE—Roger Mobley, Pete, The Dog.
20,000 **EYES**—Gene Nelson, Merry Anders, James Brown

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

ALAMO, THE—D-161m.—(Todd-AO; TC)—John Wayne, Linda Cristal—4762 (10-26-60)—High rating, powerful historical dram—Batjac
BY LOVE POSSESSED—D-115m.—(DC)—Lana Turner, Efrem Zimbalist, Jr.—4820 (6-14-61)—High rating drama has marquee power—Mirisch
DOCTOR BLOOD'S COFFIN—D-92m.—(C)—Kiernon Moore, Hazel Court—4834 (6-28-61)—Horror drama for program—English—Caralan
EXODUS—MD-213m—(Super Panavision 70; TC)—Paul Newman, Eva Marie Saint—4778 (12-21-60)—High rating—Preminger
FACTS OF LIFE, THE—C-103m.—Bob Hope, Lucille Ball—4771 (11-23-60)—Bright, adult comedy has potent name power—H-L-P
FIVE GUNS TO TOMBSTONE—W-71m.—James Brown, Della Sherman—4790 (2-8-61)—Average western—Zenith
FRONTIER UPRISING—W-68m.—James Davis, Nancy Hadley—4790(2-8-61)—Cowboys, Indians, Mexicans and the U.S. Cavalry ride again—Zenith
GAMBLER WORE A GUN, THE—W-66m.—James Davis, Merry Anders—4810 (4-19-61)—Average western for action spots—Zenith
GOODBYE AGAIN—D-120m.—Ingrid Bergman, Yves Montand, Anthony Perkins—4838 (7-12-61)—Romance has lots to offer—Argus
GUN FIGHT—W-68m.—James Brown, Joan Staley—4834 (6-28-61)—Lower half filler—Zenith
HOODLUM PRIEST, THE—D-101m.—Don Murray, Larry Gates—4794 (2-22-61)—High rating drama—Murray-Wood
LAST TIME I SAW ARCHIE, THE—C-98m.—Robert Mitchum, Martha Hyer—4827 (5-31-61)—Humorous and entertaining tale of G. I's in training—Mark VII, Ltd.
MAGNIFICENT SEVEN, THE—D-126m.—(Panavision; DC)—Yul Brynner, Eli Wallach—4758 (10-12-60)—Quality action entry—Mirisch
MARY HAD A LITTLE—C-79m.—Agnes Laurent, Jack Watling—4841 (7-26-61)—Mediocre comedy for lower half—English
MATTER OF MORALS, A—D-90j.—Maj-Britt Nilsson, Patrick O'Neal—4831 (6-14-61)—Interesting drama—Filmed in Sweden
MINOTAUR, THE—MD-92m.—(TC; Totalscope)—Bob Mathias, Rosanna Schiaffino—4814 (5-3-61)—Another Italian spectacle for the program—Italian-made; English dialogue
MISFITS, THE—D-124m.—Clark Gable, Marilyn Monroe—4790 (2-8-61)—Unusual, absorbing and adult entry—Seven Arts
NAKED EDGE, THE—D-99m.—Gary Cooper, Deborah Kerr—4838 (7-12-61)—Has interest and angles—Pennebaker-Baroda—English
6025 **NIGHT FIGHTERS, THE**—MD-88m.—Robert Mitchum, Anne Heywood—4750 (9-14-60)—Irish revolt programmer—Made in Ireland—D.R.M.-Stross
OPERATION BOTTLENECK—MD-78m.—Ron Foster, Miiko Taka—4794 (2-22-61)—Lower half war meller—Zenith
POLICE DOG STORY, THE—MD-61m.—James Brown, Merry Anders—4791 (2-8-61)—Family-type meller for duallers—Zenith
REVOLT OF THE SLAVES, THE—D-99m.—(TotalScope; EC)—Rhonda Fleming, Lang Jeffries—4831 (6-14-61)—Lots of action in another Italian-made spectacle—Italian-made; dubbed in English—Moffa
SNAKE WOMAN, THE—D-68m.—John McCarthy, Susan Travers—4819 (5-17-61)—Horror item for lower half—English made
6019 **STUDS LONIGAN**—D-95m.—Christopher Knight, Venetia Stevenson—4726 (8-3-60)—Book notoriety should help sell interesting film—Longridge
6024 **WALKING TARGET, THE**—MD-74m.—Joan Evans, Ronald Foster—4730 (8-17-60)—Fair lower half entry—Zenith
WHEN THE CLOCK STRIKES—D-72m.—James Brown, Merry Anders—4835 (6-28-61)—Lower half filler
YOUNG SAVAGES, THE—D-100m.—Burt Lancaster, Dina Merrill, Shelly Winters—4814 (5-3-61)—Serious, fascinating probe of juvenile delinquency—Contemporary

COMING FEATURES IN ORDER OF RELEASE

July **THE CAT BURGLAR**—Jack Hogan, June Kenney
Aug. **YOU HAVE TO RUN FAST**—Craig Hill, Elaine Edwards
Aug. **TEEN-AGE MILLIONAIRE**—Rocky Graziano, Zasu Pitts

COMING

BOY WHO FOUND $100,000—Wanda Hendrix, Don Beddoe, Roger Mobley—Harvard
FATE OF A MAN—Sergei Bondarchuk—Mosfilm (U. S. A.-U. S. S. R. Cultural Agreement Film)
GERONIMO—(TC)—Chuck Connors
LAND WE LOVE, THE—(C; Panavision)—James Mason, Kate Manx, Neville Brand—Daystar
OLDEST CONFESSION, THE—Rex Harrison, Rita Hayworth
PARIS BLUES—Paul Newman, Joanne Woodward—Pennebaker
POCKETFUL OF MIRACLES—Glenn Ford, Bette Davis, Hope Lange—Capra
SOLDIERS 3—(TC; Panavision)—Frank Sinatra, Ruta Lee, Dean Martin—Essex
SOMETHING WILD—Carroll Baker, Ralph Meeker—Prometheus
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
THREE ON A SPREE—Jack Watling, Carole Lesley—Caralan
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
WEST SIDE STORY—(Panavision 70; EC)—Natalie Wood, Richard Beymer—Mirisch
YOUNG DOCTORS, THE—Fredric March, Dick Clark, Ina Balin

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6021 **BETWEEN TIME AND ETERNITY**—D-84m.—(C)—Lilli Palmer, Carlos Thompson—4730 (8-17-60)—Drama has most attraction for women—Filmed abroad; dubbed in English
6120 **BLAST OF SILENCE**—MD-77m.—Allen Boren, Molly McCarthy—4810 (4-19-61)—Better program entry
6018 **COLLEGE CONFIDENTIAL**—D-90m.—Steve Allen Jayne Meadows, Mamie Van Doren—4734 (8-31-60)—For the lower half
6121 **COMESEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4835 (6-28-61)—Highly enjoyable comedy
6115 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English
6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
6104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
6101 **MIDNIGHT LACE**—D-108m—(EC)—Doris Day, Rex Harrison—4763 (10-26-60)—Lush, name-filled suspense drama looks like box-office winner
6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
6112 **POSSE FROM HELL**—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
PRIVATE LIVES OF ADAM AND EVE, THE—C-87m.—(Part color)—Mickey Rooney, Mamie VanDoren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
6106 **ROMANOFF AND JULIET**—C-103m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
6109 **SECRET WAYS, THE**—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
6020 **SEVEN WAYS FROM SUNDOWN**—W-86m.—(EC)—Audie Murphy, Veretta Stevenson—4758 (10-12-60)—Very good western
6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andro Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English
6070 **SPARTACUS**—D-189m.—(Super Technirama 70; TC)—Kirk Douglas, Laurence Olivier, Jean Simmons—4759 (10-12-60)—High-rating epic ranks with the best
6119 **TAMMY TELL ME TRUE**—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
6110 **TOMBOY AND THE CHAMP**—D-92m. (EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
6118 **TROUBLE IN THE SKY**—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

6105 **SHAKEDOWN, THE**—Terence Morgan, Hazel Court—England

COMING

BACK STREET—(C)—Susan Hayward, John Gavin, Vera Miles
CAPE FEAR—Gregory Peck, Polly Bergen
FLOWER DRUM SONG—(C)—Nancy Kwan, James Shigeta
LAST HERO—(Panavision)—Kirk Douglas, Gena Rowlands
LOVER COME BACK—(C)—Rock Hudson, Doris Day, Tony Randall
OUTSIDER, THE—Tony Curtis, Miriam Colon
SPIRAL ROAD, THE—(C) (Panavision)—Rock Hudson, Burl Ives, Gena Rowlands
TOUCH OF MINK—(C; Panavision)—Cary Grant, Doris Day

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

014 **BIMBO THE GREAT**—MD-93m.—(EC CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbod in English
001 **CROWDED SKY, THE**—D-105m.—(TC)—Dana Andrews, Rhonda Fleming—4734 (8-31-60)—Yarn of men and planes has angle
005 **DARK AT THE TOP OF THE STAIRS, THE**—D-123m.—(TC)—Robert Preston, Dorothy McGuire—4754 (9-28-60)—Well-made interesting adult entry
013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-94m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
016 **FANNY**—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
008 **FEVER IN THE BLOOD, A**—D-117m.—Efrem Zimbalist, Jr., Angie Dickinson—4787 (1-25-61)—Interesting dramatic fare on world of politics
004 **GIRL OF THE NIGHT**—D-99m.—Anne Francis Lloyd Nolan—4759 (10-12-60)—Exploitable clinical study of a prostitute—for adults only
009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Letlcia Roman—4791 (2-8-61)—Good outdoor action entry
921 **OCEAN'S ELEVEN**—CMD-127m.—(Panavision; TC)—Frank Sinatra, Dean Martin, Angie Dickinson—4730 (8-17-60)—Highly entertaining entry is sure boxoffice
015 **PARRISH**—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
011 **PORTRAIT OF A MOBSTER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charita Luna—4820 (5-17:61)—Good programmer
007 **SUNDOWNERS, THE**—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
002 **SUNRISE AT CAMPOBELLO**—BIO D-143m.—(TC)—Ralph Bellamy, Greer Garson—4754 (9-28-60)—Quality dicturization of hit stage play
010 **WHITE WARRIOR, THE**—MD-86m.—(TC; DYALI-SCOPE)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English

COMING

Sept. **WORLD BY NIGHT**—(TC)—

COMING FEATURES IN ORDER OF RELEASE

CLAUDELLE INGLISH—Diane McBain, Arthur Kennedy
COUCH, THE—Grant Williams, Shirley Knight
HOUSE OF WOMEN—Shirley Knight, Andrew Duggan
LAD: A DOG—(TC)—Peggy McCay, Peter Breck
MAJORITY OF ONE, A—(TC)—Rosalind Russell, Alec Guinness
MASK, THE—(Depth-Dimension)—Paul Stevens, Claudette Nevins
MERRILL'S MARAUDERS—(TC)—Jeff Chandler, Ty Hardin
MUSIC MAN, THE—(TC)—Robert Preston, Shirley Jones
ROMAN SPRING OF MRS. STONE, THE—(C)—Vivien Leigh, Warren Beatty
SAMAR—(TC)—George Montgomery, Ziva Rodann
SINGER NOT THE SONG—(CS; C)—Dirk Bogarde, John Mills, Mylene Demongeot—England
SPLENDOR IN THE GRASS—(TC)—Natalie Wood Warren Beatty
SUSAN SLADE—(TC)—Troy Donahue, Connie Stevens, Dorothy McGuire

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

ABSENT MINDED PROFESSOR, THE—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one—Buena Vista
ATLAS—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-17-61)—Spectacle programmer for action spots—Filmgroup
BUFFALO GUN—W-72m.—Marty Robbins, Mary Ellen Kay—4841 (7-26-61)—Mediocre western entry—Globe
CAREER GIRL—NOV-61m.—(C)—June Wilkinson—4727 (8-3-60)—Filler for exploitation spots—Astor
CAREER GIRLS ON A NAKED HOLIDAY—NOV.-65m.—Zelda Supplee—4798 (3-8-61)—Another nudist colony exposition—Brenner
CODE OF SILENCE—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half meller Sterling World Dist.
COLD WIND IN AUGUST, A—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aldart
CROWNING EXPERIENCE, THE—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral Re-Arament
DEAD ONE, THE—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras
DEADLY COMPANIONS, THE—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—(6-14-61)—Engrossinl western hits the mark—Pathe-America
ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made in Denmark—Budd Rogers
GIRL IN LOVERS' LANE, THE—MD-78m.—Brett Halsey, Joyce Meadows—4727 (8-3-60)—Meller for the duallers—Filmgroup
GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay meller for duallers—Made in Brazil—Astor
HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
HIDEOUT IN THE SUN—NOV-72m.—(EC)—No credits available—4735 (8-31-60)—Fair nudist novelty—Astor
HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers—Buena Vista
HOUND THAT THOUGHT HE WAS A RACOON, THE—NOV-46m.—(TC)—Walt Disney—Live Action Featurette—4735 (8-31-60)—Excellent novelty nature subject—Buena Vista

One-Eyed Jacks	A3	Par.
One Foot In Hell	A3	Fox
One Hundred And One Dalmatians	A1	Misc.
Operation Bottleneck	A2	UA
•Operation Camel		A-I
Operation Eichmann	A3	AA
Ostrich Has Two Eggs, The		For.
•Outsider, The		U-I

P

Parent Trap, The	A1	Misc.
•Paris Blues		UA
Parrish	B	WB
Passport To China	A1	Col.
Pepe	A1	Col.
Pharaoh's Woman	B	U-I
Picnic—RE		Col.
Picnic On The Grass		For.
•Pit And The Pendulum, The		A-I
•Play It Cool		Col.
Please Turn Over	A3	Col.
Pleasure of His Company, The	A2	Par.
•Plunderers, The	A3	AA
Pocketful Of Miracles		UA
Police Dog Story	A1	UA
Portrait Of A Mobster	B	WB
Posse From Hell	A2	U-I
Prime Time, The	B	Misc.
Private Lives of Adam and Eve, The	B	U-I
•Professionals, The		AI

Q

•Queen's Guard, The		Fox
•Queen of the Pirates	A1	Col.

R

Raisin In The Sun, A	A2	Col.
Raymie	A1	AA
•Reptilicus		A-I
Rest Is Silence, The		For.
•Restless		Par.
Return To Peyton Place	A3	Fox
Revolt of the Slaves	B	UA
Right Approach, The	B	Fox
Ring Of Fire	A3	MGM
Ritual Of Love		For.
Rocco And His Brothers		For.
Rocket Attack, U. S. A.		Misc.
•Roman Spring Of Mrs. Stone, The		WB
Romanoff and Juliet	A1	U-I
Royal Ballet, The		For.
Rue De Paris	A3	For.

S

•St. George And The 7 Curses		UA
•Samar		WB
Sanctuary	B	Fox
Santa Claus	A1	For.
Saturday Night And Sunday Morning	C	For.
Savage Innocents	A3	Par.
School for Scoundrels	A2	For.
•Scream Of Fear		Col.
•Second Time Around, The		Fox
•Secret of Monte Cristo, The	A1	MGM
Secret of the Purple Reef	A2	Fox
•Sergeant Was A Lady		U-I
Secret Partner, The	A2	MGM
Secret Ways, The	A2	U-I
September Storm	B	Fox
Serengeti Shall Not Die	A1	AA
Seven Ways From Sundown	A2	U-I
Sex Kittens Go To College	B	AA
Sexpot		For.
Shadow Of The Cat	A2	U-I
Shadows		Misc
•Shakedown, The	B	U-I
She Walks By Night		For.
She Was Like A Wild Chrysanthemum		For.
•Silent Call, The		Fox
Sin and Desire		For.
Sin of Rachel Cade, The	A3	WB
•Singer Not The Song, The		WB
Snake Woman	A1	UA
Sniper's Ridge	A2	Fox
Snow White And The 3 Stooges	A1	Fox
•Soldiers 3		UA
Solid Gold Cadillac, The—RE	A2	Col.
•Something Wild		UA
Song of Sister Maria, The	A1	For.
Spartacus	A3	U-I
Spessart Inn, The		For.
•Spiral Road, The		U-I
•Splendor In The Grass		WB
•Spider's Web, The		UA
Squad Car	B	Fox
Steel Claw, The	A2	WB
•Stop Me Before I Kill	A3	Col.
Studs Lonigan	B	UA
•Summer and Smoke		Par.
Sundowners, The	A2	WB
Sun Lovers Holiday		Mis.
Sunrise at Campobello	A2	WB
Surprise Package	B	Col.
•Susan Slade		WB
Swiss Family Robinson	A1	Misc
Sword of Sherwood Forest	A1	Col
•Swordsman Of Sienna		MGM

T

Tammy Tells Me True	A1	U-I
*Tartars, The		MGM
Teacher And The Miracle, The	A1	For.
*Teen-Age Millionaire, The		UA
Ten Who Dared	A1	Misc.
Terror Of The Tongs	B	Col.
Tess of the Storm Country	A2	Fox
They Were Ten		For.
Thief Of Baghdad, The		MGM
39 Steps	A1	Fox
Three Blondes In His Life		Misc.
*Three On A Spree	A3	UA
*3 Stooges Meet Hercules, The		Col.
Three Worlds Of Gulliver	A1	Col.
*Thunder Of Drums, A		MGM
*Time Bomb	A2	AA
Tomboy And The Champ	A1	U-I
*Too Late Blues		Par.
Tormented, The	A2	AA
*Touch Of Mink		U-I
Trapp Family, The	A1	Fox
Trapped In Tangiers	A2	Fox
Trouble in the Sky	A1	U-I
Truth, The		For.
Tunes Of Glory	A3	For.
*Twenty Plus Two		AA
*20,000 Eyes	B	Fox
Twinkle And Shine (It Happened To Jane)—RE		Col.
Two Loves	B	MGM
Two Rode Together	A2	Col.
Two Way Stretch	A2	For.
Two Women	A3	For.

U

Under Ten Flags	A1	Par
*Underwater City, The		Col
Underworld, U. S. A.	B	Col.
Unfaithfuls, The	A3	AA
Upstairs and Downstairs	A3	Fox

V

*Valiant, The		UA
*Very Private Love, A		MGM
Village Of The Damned, The	A2	MGM
Violent Summer, The		For.
Virgin Spring, The	A3	For.
Voyage To The Bottom Of The Sea	A1	Fox

W

Wackiest Ship in The Army, The	A1	Col.
Walk Tall	A1	Fox
Walking Target	A2	UA
Warrior Empress, The	B	Col.
Watch Your Stern	A1	For.
Weddings and Babies		Misc.
*West Side Story		UA
When The Clock Strikes	A1	UA
Where The Boys Are	B	MGM
Where The Hot Wind Blows	B	MGM
White Warrior, The	A2	WB
Wild In The Country	B	Fox
Wild One, The—RE	B	Col.
Wild Ride, The		Misc.
*Wild Youth		Misc.
Wings Of Chance	A1	U-I
Wizard of Baghdad, The	A1	Fox
Wonders Of Aladdin, The		MGM
*World By Night	B	WB
World Of Suzie Wong, The	B	Par.

Y

*You Have to Run Fast		UA
*Young Doctors, The		UA
Young Have No Time, The	A3	For.
Young Jesse James	B	Fox
Young Love		For.
Young One, The	A3	Misc
Young Savages, The	A2	UA

JUNGLE CAT—NOV-70m.—(TC)—Walt Disney True Life Adventure—4735 (8-31-60)—Excellent nature study—Buena Vista
LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-81)—mediocre science fiction for duallers.—Filmgroup
LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitale gangster meller—Filmservice Dist.
MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer—Filmservice Dist. Corp.
MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
NATCHEZ TRACE—MD-80m—Zachary Scott, Marcia Henderson—4764 (10-26-60)—Okay historical action meller—Panorama
NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—(6-14-61)—Good action yarn for the program—Buena Vista
OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps program meller—Filmservice Dist. Corp
ONE HUNDRED AND ONE DALMATIONS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)—Buena Vista
PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all—Buena Vista
PRIME TIME, THE—MD-76m.—JoAnn LeCompte, James Brooks—4760 (10-12-60)—Amateurish 'teen-age meller for lower half—Mid Continent
PRIMITIVE PARA DISE—DOC-66m.—(C)—Produced and directed by Lewis Cotlow—4842 (7-26-61)—Colorful documentary of New Guinea for the program—Excelsior
ROCKET ATTACK, U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuiti—4776 (12-7-60)—Another nudist colony novelty—Made in Brazil—English commentary—Astor
SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorcthy McGuire—4768 (11-9-60)—High rating adventure for family trade—Buena Vista
TEN WHO DARED—MD-92m.—(TC)—Brian Keith, John Beal—4756 (9-28-60)—Good adventure yarn—Buena Vista
THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema Associates
WEDDINGS AND BABIES—D-81m.—Viveca Lindfors, John Myhers—4768 (11-9-60)—For art houses—Morris Engel
WILD RIDE, THE—MD-63m.—Jack Nicholson, Georgianna Carter—4727 (8-3-60)—Teen-age meller for duallers—Filmgroup
WILD YOUTH—MD-70m.—Robert Hutton, Carol Ohmart—4760 (10-12-60)—For the lower half—Cinema Associates
YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ARGENTINE

END OF INNOCENCE—D-76m.—Elsa Daniel, Lautare Murg—4756 (9-28-60)—Okay for art and specialty spots—Titles—Kingsley Int.

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—Valiant
CARRY ON, NURSE—C-88m.—Kenneth Connor, Hattie Jacques—4726 (8-3-60)—Plenty of laughs for art houses and some conventional spots—Governor
ENTERTAINER, THE—D-97m.—Sir Laurence Olivier, Brenda de Banzie—4759 (10-12-60)—Off-beat, interesting entry for art and specialty spots—Continental
FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
FOR MEMBERS ONLY—NOV-87m.—(TC)—Brian Cobby, Shelley Martin—4759 (10-12-60)—Sexploitation nudist film for fast buck spots—Union
FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing import—Films Around The World
GREEN CARNATION, THE—See the Trials of Oscar Wilde
LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
MAN IN THE MOON—C-98m.—Kenneth More, Shirley Ann Field—4839 (7-12-61)—Cute English comedy—Trans-Lux
NEXT TO NO TIME—CD-93m.—(EC)—Kenneth More, Betsy Drake—4731 (8-17-60)—Moderately entertaining import—Show Corp. of America
ROYAL BALLET, THE—BALLET-131m.—(EC)—Margot Fonteyn, Michael Somes—4760 (10-12-60)—Exquisite ballet film for art spots—Lopert
SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly interesting import—Continental
SCHOOL FOR SCOUNDRELS—C-94m.—Ian Carmichael, Janette Scott—4731 (8-17-60)—Highly amusing import—Continental
TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalone, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed in English—Film Representations

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior—
BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
CHEATERS, THE—D-117m.—Pascale Petit, Andrea Parisy, Jacques Charrier—4842 (7-26-61)—Interesting tale of French teenagers—English titles—Continental
COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Videl—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English Titles—Kingsley—Int.
COW AND I, THE—C-98m.—Fernandel, Rene Havard—4839 (7-12-61)—Good humorous import—English titles—Zenith-Int.
DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed in English—Films Around The World
FRANTIC—D-90m.—Jeanne Moreau, Maurice Ronet—4839 (7-12-61)—Interesting psychological import—English titles—Times
GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed in English—Fanfare
LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots—Titles and narration—Kingsley-Int.
LOVE GAME, THE—D-88m.—Jean-Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
MARIE OCTOBRE—D-98m.—Danielle Darrieux, Bernard Blier—4763 (10-26-60)—Compelling import for art spots—English titles—Lopert
MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
NO MORALS—MD-77m.—(Colorscopic)—Jeanne Moreau, Robert Dalban—4735 (8-31-60)—Exploitable import for art and specialty spots—Titles—Mishkin
OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art, specialty spots—English titles—Janus
PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
RITUAL OF LOVE—DIC-73m.—(EC)—4756 (9-28-60)—Exploitable anthropological subject for artspots—English narration—Pacemaker
RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
SEXPOT—MD-93m.—Magali Noel, Philippe Lemaire—4735 (8-31-60)—Strictly for art, specialty houses—Titles—Mishkin
SIN AND DESIRE—D-77m.—Francoise Arnoul, Andre LeGall—4763 (10-26-60)—Import not of art house calibre—Dubbed in English—Atlantis
TRUTH, THE—D-127m.—Brigitte Bardot, Marie-Jose Nat, Sami Frey—4842 (7-26-61)—Lengthy Bardot import—English titles or dialogue—Kingsley-Int.

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elisabeth Mueller—4766 (11-9-60)—Well-made, suspenseful import—English titles—Preident
HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed in English—Continental

IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Bunmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
REST IS SILENCE, THE—D-106m.—Hardy Kruger, Ingrid Andree—4752 (9-14-60)—Interesting art house entry—Titles—Films Around The World
SHE WALKS BY NIGHT—D-85m.—Belinda Lee—4731 (8-17-60)—Adult fare for specialty spots—Dubbed in English—Woolner
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

GREEK

NEVER ON SUNDAY—C-91m.—Melina Mercouri, Jules Dassin—4763 (10-26-60)—Delightful comedy is art house winner and could surprise elsewhere—English dialogue—Lopert

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

ISRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teomi—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnnson—4806 (4-5-61)—Fair tale of miscegination and mystery—Dubbed in English—Atlantis
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
HEAVEN ON EARTH—D-84m.—(EC)—Barbara Florian, Charles Fawcett—4763 (10-26-60)—Interesting tour of Rome with romantic dressing—Dubbed in English—JB Film Dist.
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
LOVE SPECIALIST, THE—C-104m.—(TE; TC)—Diana Dors, Vittorio Gassman—4756 (9-28-60)—Light weight import can be sold in some spots on name values—Dubbed in English—Madison
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
NEAPOLITAN CAROUSEL—MU-116m.—(PatheColor)—Paolo Stoppa, Clelia Matania—4842 (7-26-61)—Colorful, entertaining musical for art, specialty spots—English titles—Lux
ROCCO AND HIS BROTHERS—D-175m.—Alain Delon, Katina Paxinou, Claudia Cardinale—4839 (7-12-61)—Adult art house audiences will best appreciate fine import—English titles—Astor
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevola—4807 (4-5-61)—Heart-touching import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

JAPANESE

CARMEN COMES HOME—CD-87m.—Hideko Takamine, Toshiko Kobayashi—4730 (8-17-60)—Cute entry for art spots—English titles—Brandon
SHE WAS LIKE A WILD CHRYSANTHEMUM—D-100m.—Chishu Ryu, Noriko Arita—4727 (8-3-60)—Fair import—English titles—Brandon

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray
SANTA CLAUS—FAN-94m.—(EC)—Joseph Elias Moreno—4760 (10-12-60)—For the kiddies—Dubbed in English—K. Gordon Murray

SPANISH

SONG OF SISTER MARIA, THE—D-81m.—Dominque Blanchar—4727 (8-3-60)—Mild religious entry—Dubbed in English—Citation

SWEDISH

DREAMS—D-86m.—Harriet Andersson, Gunnar Bjornstrand—4726 (8-3-60)—Satisfactory import has Bergman name—Titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Birgitta Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimir Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Union

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The Shorts Parade

1958-59—1959-60 Season
(Rating: E—Excellent; G—Good; F—Fair; B—Bad)

Columbia

TWO REEL

MUSICAL TRAVELARKS

3441	(Dec.) Wonders of Puerto Rico	G	20m. 4563

COLOR FEATURETTES

4441	(Nov.) Wonderful Gibraltar	G	18m. 4663
4442	(Mar.) Wonders of Ontario	G	17½m. 4699
	Wonderful Hong Kong	G	20m. 4799

COMEDIES

THE THREE STOOGES

3402	(Oct.) Flying Saucer Daffy	G	17m. 4539
3403	(Dec.) Oil's Well That Ends Well	F	17m. 4567
3404	(Feb.) Triple Crossed	F	17m. 4567
3405	(June) Sappy Bull Fighters	F	16m. 4652

SPECIAL

(Eastman Color)

	The Golden Fish	E	20m. 4648

ONE REEL

MAGOOS

(Technicolor)

3752	(Oct.) Love Comes To Magoo	G	6m. 4539
3753	(Nov.) Gumshoe Magoo	E	6m. 4564
3754	(Jan.) Bwana Magoo	G	6m. 4568
3755	(Mar.) Magoo's Homecoming	G	6m. 4599
3756	(Apr.) Merry Minstrel Magoo	G	6m. 4599
3757	(May) Magoo's Lodge Brother	G	6m. 4607
3758	(July) Terror Faces Magoo	G	6m. 4615

LOOPY DE LOOP COLOR CARTOONS

4701	(Nov.) Wolf Hounded	E	7m. 4664
4702	(Dec.) Little Bo Bopped	G	6m. 4676
4703	(Mar.) Tale Of A Wolf	G	7m. 4704
4704	(Apr.) Life With Loopy	G	7m. 4699
4705	(May) Creepy Time Pal	G	9m. 4799
4706	(June) Snoopy Loopy	G	6m. 4800
4707	(July) The Do Goad Wolf	G	7m. 4799
5701	(Sept.) No Biz Like Shoe Biz		
5702	(Dec.) Here, Kiddie, Kiddie		

HAM AND HATTIE CARTOONS

(Technicolor)

3511	(Oct.) Spring and Saganaki	G	7m. 4540
3512	(Jan.) Picnics Are Fun	E	7m. 4564

COLOR CARTOON SPECIAL

5501	(Nov.) Polygamus Polonius	F	8m. 4823

WORLD OF SPORTS

3802	(Oct.) Rasslin' Ref'	F	9m. 4540
3803	(Dec.) Sportsmen's Paradise	G	9m. 4564
3804	(Feb.) Aquatic Carnival	F	9m. 4568
3805	(Apr.) Racquet Magic	G	9m. 4615
3806	(June) Jungle Adventure	G	10m. 4615
4801	(Sept.) Wheeling Wizards	G	9m. 4664
4802	(Nov.) Tee Marvels	G	10m. 4680
4803	(Feb.) Greatest Show On Water	F	10m. 4732
4804	(Mar.) Swinging Down The Lane	F	8m. 4704
4805	(June) Battling Big Bass	G	10m. 4800
4806	(Aug.) Holiday For Champions	F	9m. 4804
5801	(Dec.) Rasslin' Champs		

COLUMBIA REISSUES

ASSORTED AND COMEDY FAVORITES

TWO REELS

4421	Super Wolf	F	16m. 2740
4422	A Fool And His Honey	F	16m. 3243
4423	Hooked And Rooked	F	17m. 3292
4424	Trouble In-Laws	F	16m. 3195
4425	Blonde Atom Bomb	F	17m. 3064
4426	Heebie Gee-Gees	F	16½m. 3225
4431	Fraidy Cat	G	16m. 3218
4432	Champ Steps Out	F	17m. 3209
4433	Dizzy Yardbird	F	17m. 2830
4434	Innocently Guilty	F	16m. 3021
4435	Rootin' Tootin' Tenderfeet	F	16m. 3266
4436	Wedding Yells	G	16m. 3040
5421	One Shivery Night	G	16½m. 2897
5422	House About It	G	16½m. 2914
5423	Hold That Monkey	F	16m. 2805
5431	Waiting In The Lurch	F	15½m. 2734
5432	Radia Riot	F	16m. 2583
5433	Bride And Gloom	F	16m. 2154

THE THREE STOOGES REISSUES

4401	Up In Daisy's Pent House	F	17m. 3472
4402	Booty And The Beast	F	17m. 3498
4403	Loose Loot	F	16m. 3525
4404	Tricky Dicks	F	16m. 3542
4405	Rip, Sew And Stitch	F	17m. 3630
4406	Bubble Trouble	F	16½m. 3630
4407	Goof On The Roof	F	16½m. 3673
4408	Spooks	G	15½m. 3706
5401	Income Tax Sappy	F	16½m. 3706
5402	Pardon My Backfire	E	16m. 3730
5403	Musty Musketeers	F	16m. 3758

SERIALS

TWO REELS

	Wild Bill Hickok	E	15EP. 170
	Captain Video	G	15EP. 3209
	Tex Granger	G	15EP. 2360
4121	Pirates Of The High Seas	F	15EP. 2964
4140	King Of The Congo		
4160	The Lost Planet	F	15EP. 3542
5120	Apache Avenger—Son Of Geronimo	G	15EP. 3410

COLOR FAVORITES CARTOONS

(Technicolor)

4601	Gerald McBoing Boing's Symphony	E	8m. 3435
4602	Animal Crackers Circus	G	7m. 198
4603	Bringing Up Mother	E	7m. 3707
4604	Glee Worms	G	7m. 2534
4605	The Tell Tale Heart	E	8m. 3631
4606	Little Match Girl	G	8m. 2534
4607	The Man On The Flying Trapeze	G	7m. 3758
4608	Rocky Road To Ruin	G	8m. 3585
4609	Pete Hothead	F	7m. 3402
4610	Lo The Poor Buffalo	G	7m. 2506
4611	Unicorn In The Garden	E	7m. 3631
4612	The Mountain Ears	G	7m. 3333
4613	Fudget's Budget	E	7m. 3773
4614	Black-Board Review	F	7m. 494
4615	Ballet Oop	E	7m. 3706

MAGOO CARTOON REISSUES

4751	Ragtime Bear	F	7m. 2740
4752	Spellbound Hound	E	7m. 2814
4753	Trouble Indemnity	G	7m. 2943
4754	Bungled Bungalo	E	7m. 3021
4755	Barefaced Flatfoot	E	7m. 3074
4756	Fuddy Duddy Buddy	E	7m. 3194
4757	Grizzly Golfer	G	7m. 3219
4758	Sloppy Jalopy	E	7m. 3235
5751	The Dog Snatcher	E	7m. 3326
5752	When Magoo Flew	E	7m. 3857
5753	Pink And Blue Blues	G	7m. 3379
5754	Magoo Makes News		

CANDID MICROPHONES

4551	Number 4, Series 6	F	10m. 3129
4552	Number 5, Series 6		
4553	Number 1, Series 1		
4554	Number 2, Series 1		
4555	Number 3, Series 1		
5551	Number 1, Series 2		
5552	Number 2, Series 2		

ANIMAL CAVALCADES

3951	Chimp-Antics	G	10½m. 3418
3952	Jungle Monarchs	F	10m. 3473
3953	Greyhound Capers	F	9m. 3585
3954	The Three Big Bears	F	7m. 3623

FILM NOVELTIES

3851	Rhapsody On Ice	G	9m. 2557
3852	A Lass In Alaska	F	10½m. 2497
3853	Aren't We All	F	10½m. 2328
3854	Magic Stone	G	10m. 1820
3855	Babies By Bannister	E	8½m. 1383
3856	Community Sing No. 1	G	10m. 2243
4851	Sitka Sue	F	11m. 2591
4852	This Is Versailles	G	10m. 3585
4853	Beyond The Frontier	G	10m. 3562
5851	Canine Crimebusters	G	10m. 3758
5852	Push Back The Edge	G	10m. 3774

THRILLS OF MUSIC

4951	Jerry Wald And Orchestra	G	10m. 3388
4952	Machito And Orchestra	G	10m. 3699
4953	Les Elgart And Orchestra	G	10m. 3499
4954	Ray McKinley and Orch.	G	9m. 3435
5951	Ray Anthony And Orch.	G	10m. 3425
5952	Shorty Sherlock And Orch.	G	10m. 3534

MGM

REISSUES
(1960-61)
ONE REEL

GOLD MEDAL REPRINT CARTOONS

In Technicolor

W-261	Pet Peeve	F	7m. 3919
W-262	Mice Follies	G	7m. 3831
W-263	Touche Pussy Cat	G	7m. 3947
W-264	Farm Of Tomorrow	G	7m. 3831
W-265	Southbound Duckling	G	7m. 3919
W-266	Neapolitan Mouse	G	7m. 3831
W-267	Pup On A Picnic	F	7m. 3947
W-268	The Flea Circus	G	7m. 3842
W-269	Downhearted Duckling	G	7m. 3973
W-270	Dixieland Droopie	E	7m. 3973
W-271	Field and Stream	G	7m. 3973
W-272	Mouse For Sale	F	7m. 3973
W-273	Cat Fishin'	F	7m. 3842
W-274	Part Time Pal	G	7m. 3900
W-275	Cat Concerto	E	7m. 3900
W-276	Dr. Jekyll and Mr. Mouse	G	7m. 3947

Paramount

TWO REEL
SPECIAL
(VistaVision; Technicolor)

	VistaVision Visits Spain	E	18m. 4532

SPECIALS
(Eastman Color)

B20-1	(July) Carnival In Quebec	E	16m. 4731
B20-2	(Aug.) Baats 'A' Pappin	E	18m. 4731
B20-3	(April) Lifeline To Hongkong	E	18m. 4823

ONE REEL
CASPER CARTOONS
(Technicolor)

B18-1	(Jan.) Doing What's Fright	F	6m. 4580
B18-2	(Mar.) Down To Mirth	G	7m. 4599
B18-3	(June) Not Ghoulty	G	9m. 4631
B18-4	(July) Casper's Birthday Party	G	6m. 4652

THE CAT

C20-1	(Sept.) Top Cat	G	6m. 4800
C20-2	(Jan.) Cool Cat Blues		

HERMAN AND KATNIP

H18-4	(Oct.) Katnip's Big Day	F	7m. 4664

JEEPERS AND CREEPERS

J19-1	(Jan.) The Boss Is Always Right	G	6m. 4684
J19-2	(Mar.) Trouble Date	G	7m. 4747
J19-3	( ) Busy Buddies	G	6m. 4735
J19-4	(Sept.) Scouting For Trouble	F	6m. 4779

NOVELTOONS
(Technicolor)

P19-5	(July) Counter Attack	F	6m. 4764
P19-6	(Aug.) Turning The Fables	F	6m. 4764
P19-7	(Sept.) Fine Feathered Friend	G	7m. 4779
P19-8	(Oct.) Planet Mouseola	G	7m. 4779
P20-1	(Nov.) Northern Mites	G	6m. 4800
P20-2	(Dec.) Miceniks		
P20-3	(Feb.) The Lion's Busy	F	7m. 4823
P20-4	(March) Goodie The Gremlin		
P20-5	(March) Alvin's Solo Flight		
P20-6	(April) Hound About That		

MODERN MADCAPS

M19-6	(July) Electronica	F	6m. 4764
M19-7	(Aug.) Shootin' Stars	G	6m. 4764
M19-8	(Sept.) Disguise The Limit	F	6m. 4764
M20-1	(Oct.) Galaxia	G	7m. 4779
M20-2	(Nov.) Bouncing Bunny	F	6m. 4799
M20-3	(Dec.) Terry The Terror		
M20-4	(Jan.) Phantom Moustacher		
M20-5	(Feb.) The Kid From Mars	G	7m. 4823
M20-6	(April) Mighty Termite		

SPORTS ILLUSTRATED
(Color)

D20-1	(July) King of the Keys	G	9m. 4747
D20-2	(Sept.) The Big A	G	10m. 4779
D20-3	(Nov.) A Sport Is Born	E	10m. 4800
D20-4	(March) Ten Pin Tour	G	10m. 4823

TRAVELRAMA
(Color)

T20-1	(March) Porpoise Posse	G	10m. 4823

PARAMOUNT REISSUES

CARTOON CHAMPIONS

S20-1	Rail Rodents	G	7m. 3919
S20-2	Robin Rodenthaad	G	7m. 3947
S20-3	A Bicep Built For Two	G	7m. 4002
S20-4	Mouse Trapeze	G	7m. 4051
S20-5	Fido Beta Kappa	G	6m. 3857
S20-6	Na Ifs, Ands Or Butts	G	7m. 3919
S20-7	Candy Cabaret	F	7m. 3766
S20-8	Oily Bird	F	7m. 3805

20th Century-Fox

ONE REEL
CINEMASCOPE
MOVIETONE ADVENTURES
(Color)

7912	(Aug.) Impressions Of Moscow	G	9m. 4664
7001	(Jan.) State 50	G	10m. 4712
7002	(Feb.) Navy Angels	F	8m. 4711
7003	(Mar.) Sam Snead Shows You How	F	9m. 4764
7004	(Mar.) Assignment Japan	G	9m. 4779
7005	(May) Jibs and Spinnakers	G	9m. 4779
7006	(June) Assignment Philippines	G	9m. 4779
7007	( ) Exercise Little Bear	G	9m. 4779
7008	(Sept.) Sampans To Safety	E	9m. 4800
7009	(Oct.) Assignment Thialand	E	9m. 4800
7010	(Nov.) Underwater Demolition Team	G	9m. 4804
7011	(Dec.) Assignment Turkey	G	10m. 4800
7012	(Dec.) Down The Road	G	10m. 4800
7101	(Jan.) Australian Water Sports		
7102	(Feb.) Assignment Mexico		
7103	(March) Adventure In Rhythm		

TWO REEL
CINEMASCOPE SPECIALS

7971	(Oct.) Assignment South Pacific	G	17m. 4680
7972	(Nov.) Assignment New Zealand	G	15m. 4680

SPECIAL

7051	(Apr.) Her Royal Highness	G	10m. 4779
7054	(July) Tiger In The Tea	G	10m. 4779
7055	(Nov.) Call Of The Holy Land	E	18m. 4779

ONE REEL
CINEMASCOPE TERRYTOONS
(Technicolor)

5911	(Nov.) Outer Space Visitors	F	6m. 4648
5912	(Dec.) The Leaky Faucet	F	6m. 4663
5001	(Jan.) Hide And Go Sidney	F	6m. 4684
5002	(Feb.) Misunderstood Giant	F	6m. 4684
5003	(Mar.) Foofle's Picnic	F	6m. 4684
5004	(April) The Famous Ride	F	6m. 4735
5005	(May) Tusk Tusk	F	6m. 4779
5006	(June) Hearts And Glowers	F	6m. 4779
5007	(July) The Wayward Hat	F	6m. 4799
5008	(Aug.) The Litlest Bully	F	6m. 4799
5009	(Sept.) Twa Ton Baby Sitter	F	6m. 4799
5010	(Oct.) Tin Pan Alley Cat	F	6m. 4799
5011	(Nov.) House of Hashimoto	G	6m. 4799
5012	(Jan.) Daniel Boone, Jr.	F	6m. 4799
5101	(Feb.) Night Life In Tokyo	G	6m. 4823
5102	(March) So-Sorry, Pussycat		

ALL PURPOSE TECHNICOLOR CARTOONS

5021	(Jan.) Thousand Smile Check-Up	F	6m. 4704
5022	(Mar.) Tiger King	G	6m. 4712
5023	(May) Mint Men	F	6m. 4768
5024	(July) Trapeze Please		
5025	(Oct.) Deep Sea Doodle	F	6m. 4799
5026	(Nov.) Stunt Men	F	6m. 4800
5121	(Jan.) Mysterious Package	G	6m. 4812
5122	(Feb.) Cat Alarm	G	6m. 4810
5123	(March) Drum Roll		

20TH CENTURY-FOX REISSUES

TERRYTOON TOPPERS

5031	How To Relax		
5032	The Helpless Hippo		
5033	Nonsense Newsreel		

Universal-International

TWO REEL
SPECIALS IN COLOR

4001	( ) The Boy Wha Owned A Melephant	G	19m. 4652
4002	(Nov.) Majestic Island (CS)	G	18m. 4680
4003	(Mar.) Pacific Paradise	G	14m. 4727

ONE REEL
SPECIAL

	Twenty-Five Years Aga Today	G	17½m. 4731

COLOR PARADES (B)

4071	(Nov.) The Irish In Me	E	9m. 4664
4072	(Dec.) Honorable Myrtle	E	9m. 4676
4073	(Jan.) Fragrant Harbor	G	9m. 4676
4074	(Mar.) Hi Colorada (CS)	G	10m. 4683
4075	( ) Ageless Artistry	F	9m. 4732
4076	(June) Golden Peninsula	G	9m. 4779
4077	(July) Tahiti Nui		
4078	(Aug.) Alaskan Adventure		
4171	(Nov.) Valley Of The Mekong	G	9m. 4823
4172	(Dec.) The Lion City	G	9m. 4812
4173	(Jan.) Treasures Of Istanbul	G	9m. 4812
4174	(Feb.) Down Jamaica Way	G	9m. 4823

WALTER LANTZ COLOR CARTUNES (13)

3922	(Oct.) Romp In A Swamp	G	6m. 4652
3923	(Sept.) Space Mouse	G	6m. 4652
4011	(Nov.) Kiddie League	G	6m. 4664
4012	(Dec.) Mouse Trappea	F	6m. 4676
4013	(Jan.) Billian-Dollar Boner	G	6m. 4727
4014	(Feb.) Witty Kitty	F	6m. 4728
4015	(Mar.) Pistal Packin' Woodpecker	G	6m. 4731
4016	(Mar.) Heap Big Hepcat	G	6m. 4731
4017	(April) Ballyhooey	G	6m. 4731
4018	(May) How to Stuff A Woodpecker	F	6m. 4735
4019	(June) Bats In The Belfry	G	6m. 4768
4020	(July) Woody's Ozark Lark	G	6m. 4768
4021	(Aug.) Fished Hooked		
4022	(Sept.) Freeloading Feline	F	6m. 4768
4023	(Oct.) Hunger Strife	F	6m. 4779
4111	(Nov.) Southern Fried Hospitality	G	6m. 4812
4112	(Dec.) Fowled Up Falcon	G	6m. 4810
4113	(Jan.) Poop Deck Pirate	G	6m. 4812
4114	(Jan.) Rough And Tumble-Weed	F	6m. 4812
4115	(Feb.) Eggnapper		

UNIVERSAL-INTERNATIONAL REISSUES

WOODY WOODPECKER CARTUNES

4131	Helter Skelter	G	6m. 3894
4132	Witch Crafty	F	6m. 3926
4133	Private Eye Pooch	G	6m. 3947
4134	Bedtime Bedlam	G	6m. 3973
4135	Square Shootin' Square	G	6m. 4009
4136	Bunco Busters	G	6m. 4042

Warners

ONE REEL
BUGS BUNNY SPECIALS
(Technicolor)

8721	Sept.) From Hare To Heir	F	6m. 4800
8722	(Dec.) Lighter Than Hare	G	7m. 4810
8723	(May) Abominable Snow Rabbit		
8724	(July) Compressed Hare		

MERRIE MELODIES-LOONEY TUNES
(Technicolor)

7713	(July) Ready Woolen And Able	G	6m. 4764
7714	(Aug.) Mouse Follies	F	6m. 4764
8701	(Sept.) The Dixie Fryer	G	6m. 4804
8702	(Oct.) Hopalong Casualty	F	6m. 4804
8703	(Oct.) Trip For Tat	G	6m. 4800
8704	(Nov.) Doggone People	G	6m. 4799
8705	(Dec.) High Note	G	7m. 4800
8706	(Jan.) Cannery Woe	F	7m. 4810
8707	(Jan.) Zip 'n' Snort	F	7m. 4812
8708	(Feb.) Happy Daze	G	7m. 4810
8709	(Feb.) Mouse On 57th Street	G	7m. 4812
8710	(Mar.) Strangled Eggs	G	7m. 4812
8711	(Apr.) Birds Of A Father		
8712	(Apr.) D'Fightin' Ones		
8713	(June) Lickety-Splat		
8714	(June) Scent Of The Matterhorn		
8715	(July) Rebel Without Claws		
8716	(Aug.) Pied Piper Of Guadalupe		

SPECIAL
(CinemasScope, Technicolor)

	Israel	E	32m. 4676

WARNERS' REISSUES

BLUE RIBBON HIT PARADE CARTOONS

8307	Bunny Hugged	F	7m. 3056
8308	Wearing Of The Grin	G	7m. 3107
8309	Beep Beep	F	7m. 3318
8310	Rabbit Fire	E	7m. 3080
8311	Feed The Kitty	F	7m. 3235
8312	Lion's Busy		
8313	Thumb Fun		
8314	Corn Plastered		
8315	Kiddin' The Kitty		
8316	Ballot Box Bunny		

WORLD WIDE COLOR ADVENTURE SPECIALS
TWO REEL

8001	Enchanted Islands	G	20m. 3129
8002	The Man From New Orleans	G	19m. 2443
8003	Winter Wonders		

ONE REEL

8501	Riviera Days	E	10m. 2867
8502	Alpine Champions	E	10m. 2850
8503	Kings Of The Rockies	G	9m. 2754
8504	Grandad Of Races		
8505	Snow Frolics		
8506	Hawaiian Sports		

Miscellaneous

	Berlin, Germany's Capital (Casino)	G	16m. 4711
	Black Cat, The (EC) (Continental)	E	22m. 4699
	Day Of The Painter (EC) (Kingsley-Int.)	E	15m. 4779
	Glass (TC) (Arthur)	E	8m. 4731
	How Difficult To Be An Adult (Casino)	G	14m. 4712
	The Interview (Kingsley-Int.)	E	5m. 4779
	Japan (CS, C) (Buena Vista)	E	28m. 4778
	Moonbird (C) (Harrison)	G	9m. 4699
	Patterson-Johannson Fight (UA)	E	20m. 4804
	Petra, The Red Rose City (C) (Casino)	G	11m. 4712
	Pull My Daisy (D'Antania)	F	27m. 4778
	Rhapsody Of Steel (TC) (Jam Handy)	G	23m. 4711
	Saga Of Windwagon Smith, The (TC) (BV)	E	13m. 4808
	The Violinist (EC) (Kingsley-Int.)	E	7m. 4779

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SHOWMEN'S TRADE REVIEW

Founded in 1933 by
CHARLES E. "Chick" LEWIS

AUGUST 9, 1961

Volume 66 Number 10

IN THREE SECTIONS · THIS IS SECTION ONE



E. D. Martin, former president of Theatre Owners of America, who operates the rapidly expanding Martin Circuit, headquartered in Columbus, Ga., with Roy Martin, recently announced acquisition of theatre interests of Independent Theatres, Inc., in Chattanooga, Tenn., and Atlanta.

Pay-TV Wins Tussle In Arkansas Court

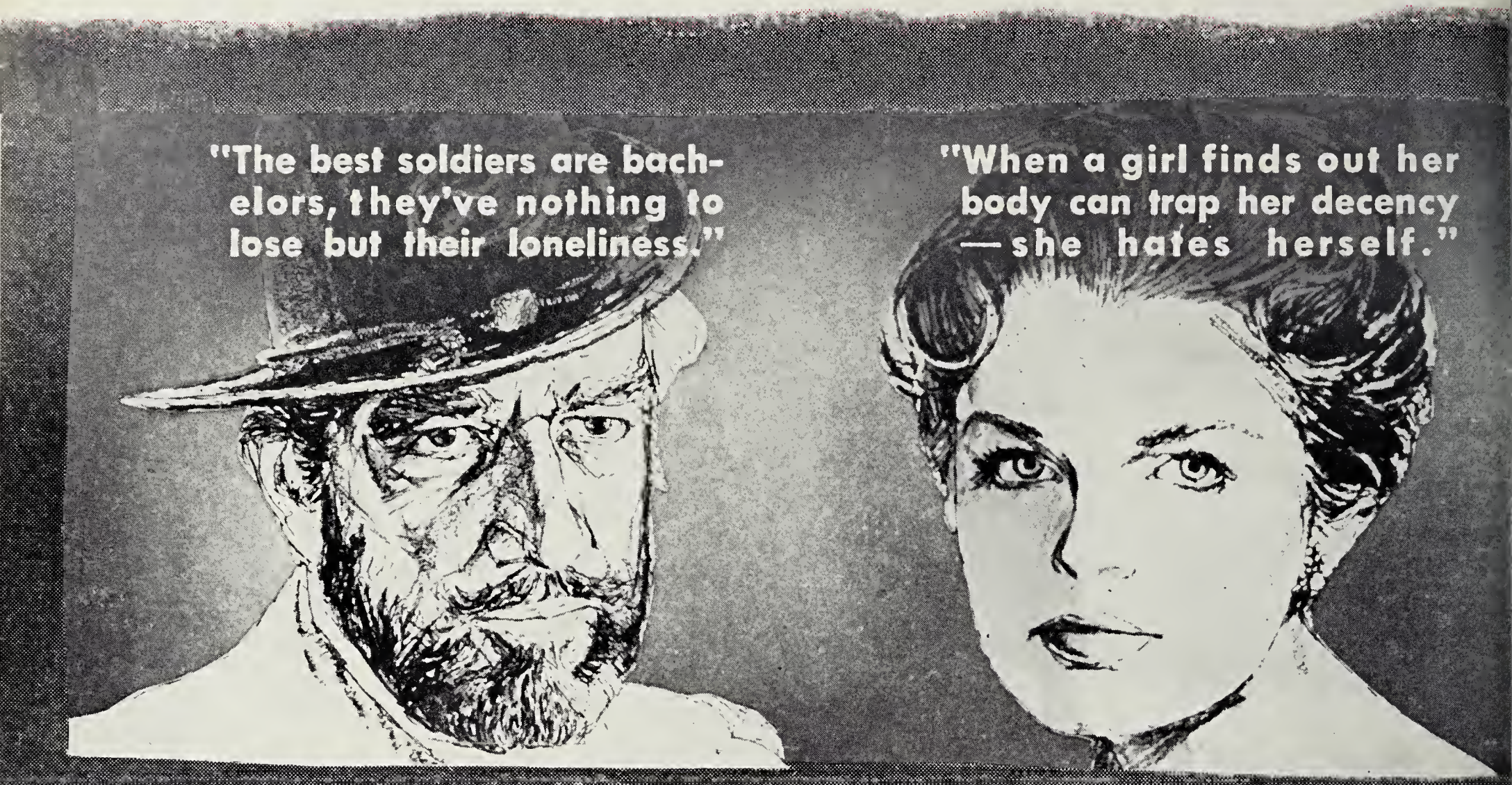
(See Page 8)

Film Info Program Launched By TOA

(See Page 9)

33 Lawyers Were Right And So Were We . . . see editorial—page 5

THIS WAS THE NAKE



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Richard BOON

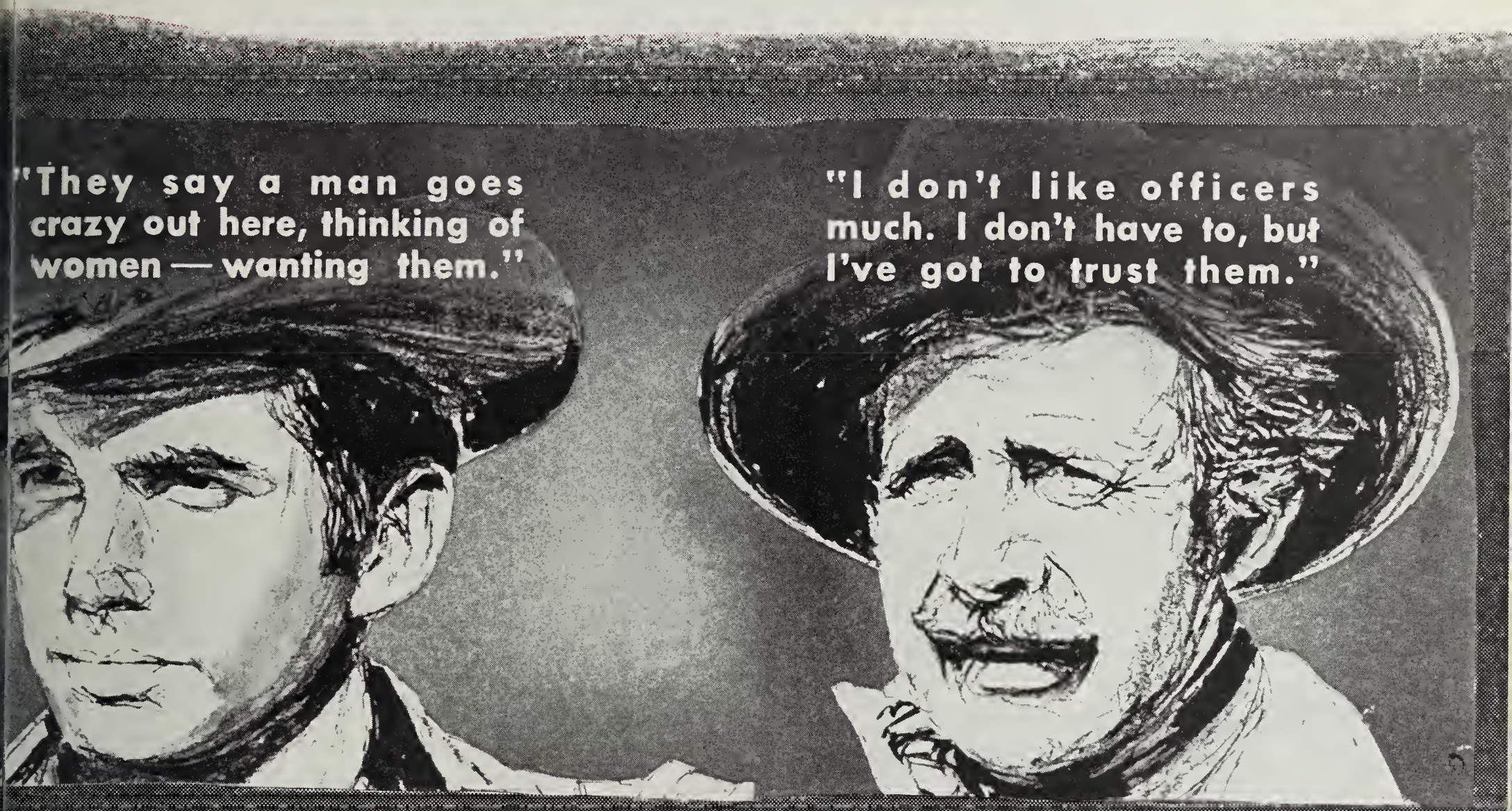
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A world of men without women, raw, rough, ruthless . . . **and then she came** . . promised to one, loving another, flaunting herself, taunting their hunger until the blood pounded in their hearts like a Thunder of Drums.



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A THUNDER OF DRUMS

Co-Starring
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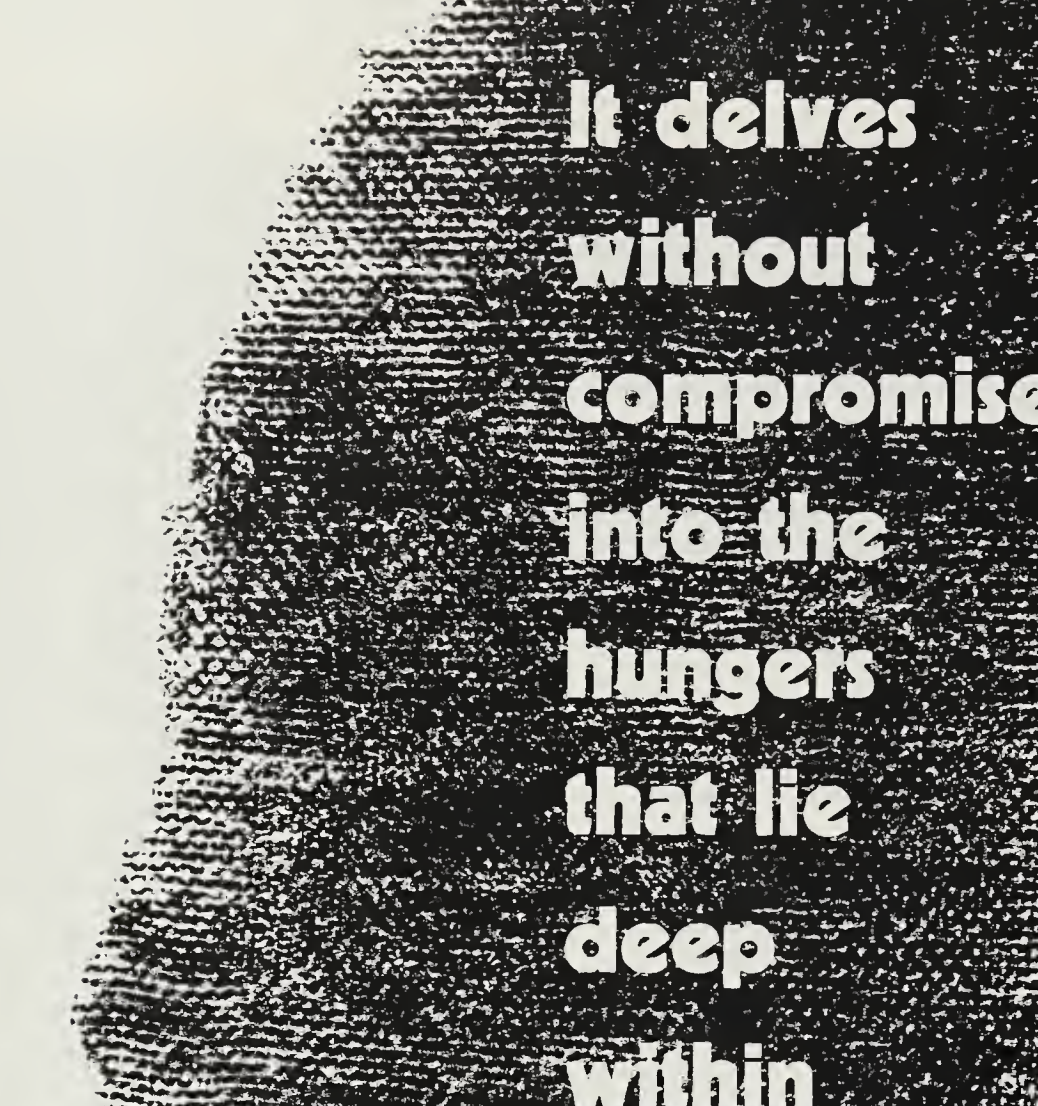
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AS "MINNESOTA FATS"



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MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 10

AUGUST 9, 1961



33 LAWYERS WERE RIGHT AND SO WERE WE

On sept. 2, 1959, MOTION PICTURE EXHIBITOR editorialized on a proposed censor bill threatening the Pennsylvania industry at that time. We called attention to the fact that pressure for passage of new legislation that would return film entertainment to the position of a political football for a team of ward-heeling job seekers was being exerted by just one religious sect. Indeed, the bill was commonly referred to as the Catholic bill. We so informed the Governor.

We also publicized the findings of a committee of 33 respected Pennsylvania lawyers who had examined the bill and found it a hopeless piece of legislation. These lawyers stated emphatically that no higher court would be able to sustain the measure as it was clearly unconstitutional.

Needless to say, this did not stop Pennsylvania lawmakers from overwhelmingly approving the odious measure. We had protested to the Governor, and after passage his office responded that the big vote certainly proved it was not entirely a "Catholic" bill. This fooled no one, since the grand political game of mutual back-scratching is well known to us all. The forces for censorship were pictured as the "good guys" and the motion picture industry was pictured as trying to flood the Commonwealth with filth.

So the bill was passed, and in due course, the industry took it to court. Recently, the State Supreme Court made our two year old prediction come true, killing the censor law as being in violation of both the state and federal constitutions.

In 1959, we said editorially, *"If these 33 lawyers are right, the legal hassle that ensues will result in the bill being declared unconstitutional and void. But in the meanwhile, a law abiding industry, in every way subject to the national and state laws dealing with decency and indecency, will have received special lashes."*

The 33 lawyers were right, and we were right. Political censorship has been dealt another crippling blow. But the fight is far from over. The tragedy is that certain individuals, spurred by their religious leaders or by professional moralists seeking to pin the blame for the world's moral ills on the most convenient scapegoat, motion pictures, are still unconvinced that the answer lies somewhere other than in political censorship.

MOTION PICTURE EXHIBITOR holds no brief for those who would use motion picture screens to purvey filth. We believe that existing laws, and there are plenty, should be used to punish such individuals who harm this industry as much as they harm the public. Anyone who reads our editorials knows exactly where we stand.

We harbor no ill will toward any religious group. We have supported the Catholic Legion of Decency in the past and will continue to do so in the future. They have done a good job. We support also every other group that would seriously strive to raise the level of mass entertainment without reducing it to the tasteless mush that so many seem to consider good "family" entertainment. But we will continue to battle the evils of political censorship, which never solved this problem and never will.

Now the Governor says he will appeal the State Supreme Court decision to the Supreme Court of the United States. Additional taxpayer dollars will go for this meaningless action and it will all be done in the name of morality.

It is our belief that the time has come for the Commonwealth to think of all its citizens and not just the pressure groups. If we are morally sick, the cure lies in the hands of parents, schools, business leaders, not politically appointed censors with little or no qualification for the job they seek to do.

So the Pennsylvania censorship story goes on, with the industry currently holding the upper hand. Perhaps the highest court in the land will find the courage this time to declare the entire field of political pre-censorship unconstitutional. It is a far cry from the principles most Americans hold dear.

THINGS POPPING AT U-I

Things are really popping at Universal, and this enthusiam could well prove contagious for theatremen as well. Like every upsurge in the motion picture industry, this excitement is centered on upcoming product.

U-I personnel met recently to look at such top productions as "FLOWER DRUM SONG," with Nancy Kwan; "LOVER COME BACK," with Rock Hudson and Doris Day; "THE OUTSIDER," with Tony Curtis; and "BACK STREET," with Susan Hayward and John Gavin, and they came away full of optimism. Indeed, the star names and production values of these and other projects completed or near completion are excellent reason for optimism.

Finished are "CAPE FEAR," starring Gregory Peck and Robert Mitchum; "THE LAST HERO," starring Kirk Douglas; and "TOUCH OF MINK," with Cary Grant and Doris Day; and "THE SPIRAL ROAD," with Rock Hudson, is currently before the cameras.

Put this together with the excellent business currently being enjoyed by "TAMMY TELL ME TRUE" and the upcoming release of "COME SEPTEMBER," and you have some idea of why U-I looks to new highs for the year ahead.

Let's hope the upbeat story spreads and that the whole industry catches the same spirit of excitement. We could all use a dose of enthusiasm from all companies.

Letters . . .

UNSOLICITED • The letters from readers which appear on this page are not solicited. MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters.

From ACKLEY, IOWA

For what one small voice is worth this writer would like to finally express his slowly developed conclusion. Three years ago this theatre was locked up. One month later several of our businessmen, the undersigned included, formed a small corporation to purchase and reopen (and keep open) our theatre. It has now been three years.

My profession is the practice of law. The theatre can be little more than a time-consuming hobby for community good. In our three years' battle for business I have done considerable observing and thinking. Movies have not been a good investment—common knowledge. Some movies swell the box-office. Other good ones don't.

It is my opinion that all of us today suffer from a real lack of laughter, even tho there are many comedians. "Good laugh" movies go over better than any. But not all "comedians" do.

My one conclusion is that Hollywood has failed in the production of Comedy. We ran "When Comedy Was King," and the show really went over big. More laughter and real fun than anything since "The Mating Game." "North to Alaska" really went over big. Why not Jerry Lewis and other movies planned to be comedies.

In reviewing these movies you can see why they went over, while others flop. In these movies there was fine acting. In comedy, the comedy involved even the remote props used. The whole screen was used in developing the comedy, and the crowd loved it.

Can't someone urge Hollywood to spread the entertainment over the whole screen instead of pulling back for fear a "second" will steal the show? In "North to Alaska" even an old barrel was funny. Two eskimos who appeared for 20 seconds and said nothing were funny. And John Wayne didn't suffer for having the show stolen. Even a man in a window can be funny. CAN'T SOMEONE GET HOLLYWOOD TO MAKE USE OF ALL THE SCREEN, and I think movies will be back in business. And we all need this business.

R. H. McGREEVY, Secy.-Treas.
Strand Theatre

EDITOR'S NOTE: Mr. McGreevy makes some interesting observations and he is not alone in his feeling that the screen as well as the world needs more honest laughter. Certainly comedy is making a screen comeback at the moment. Let's hope they prove to be good ones at the boxoffice.

From STEELTON, PA.

Allow me to introduce myself by saying that I am the Diocesan Director of the Legion of Decency, diocese of Harrisburg, Pennsylvania.

You deserve loud plaudits for two articles which I have read in the July 5 and July 19 issues of EXHIBITOR . . . the articles are titled "The Censor's Best Friend" and "The Fast Buck and the Slow Death". These are superb.

The happy experience of reading this material was provided by Mr. Bonstein, manager of the Senate Theatre in Harrisburg.

A word about Mr. Bonstein: There is no theatre manager in this area who better represents an industry that can be a powerful force for good. His interest in this force for good is profound and sincere. He represents you and your industry in an excellent manner and I have found him an extremely good man. I know you must value him highly as do we. Good intentioned men in the movie industry are not rare, but Mr. Bonstein is unusual.

REVEREND STEPHEN J. HRIBICK
Diocesan Director

EDITOR'S NOTE: Thanks for the kind words. We believe the future of this industry rests with those men who would use the screen as a force for good. Also, it is heartening to learn of an exhibitor so well thought of by his community.

From GASTONIA, N.C.

I would like to see an editorial written about the careless projection that is seen in many theatres. I am a motion picture projectionist and I guess I notice it more . . . in Charlotte last week I noticed the following in three theatres I visited:

One machine in focus and the other out of focus.

No masking around picture when they go from Cinemascope to wide screen.

Film damaged with home made changeover marks.

I think many of the managers we have today *can not tell* if a picture is out of focus. If he could, he would caution the projection room.

I think National Carbon Company and Lorraine Carbon Company are doing a wonderful job with the light engineers they have on the road. This service is free and every exhibitor and projectionist is missing a lot if they do not take time out for the men from National and Lorraine. From the looks of some of the screens they could use this service.

ERNEST LIPTON
I.A.T.S.E. Projectionist

EDITOR'S NOTE: Certainly, every theatre is obligated to give its customers the best in projection and sound. Any other course in these uncertain times is suicidal.



A subscriber called our attention to this ad with the observation that it provides excellent ammunition to those in favor of censorship.

From TORONTO, ONTARIO

Enclosed please find coupon and bank draft to cover purchase of one copy of "Showmanship In Advertising."

Having been in the industry only a short time, your magazine has been very helpful. Keep up the good work.

ROBERT NELSON
Production Manager

From PEABODY, MASS.

No criticisms, just give the projectionist a little bigger part in your magazine. "Gone With The Wind" has special tail pieces to make for better projection. Tell about them so the projectionist will know what it is all about. Stress to the exhibitor that rather than giving the help a cut in wages to try to make a losing proposition a winner—go back to theatre promotion of past years to increase attendance—a clean theatre, more advertising. Don't just rely on the picture or what it has done for someone else!

FRANK D. HALLERAN
Local 245, I.A.T.S.E.

EDITOR'S NOTE—Mr. Halleran refers to "special tail pieces to make for better projection," and this is an important statement. M-G-M distributed extra strips of film to first-run houses to be used for cleaning purposes. The "Gone With The Wind" print was distributed with a special coating to minimize scratches and film damage, and these extra film strips may be used either before or after the film is run to clean the parts of the projector which come into direct contact with the film. But the main job is always done by the projectionist. He is the one who must assume the responsibilities for a clean and well-run projector.

From AUBURN, ALA.

Someplace in your magazine will you give a list of all the pictures which appeared in your "How I Would Sell . . ." SHOWMANALYSIS, giving the issue in which each film appeared so that we won't have to go through each book and look it up in case a certain theatre is late in playing these features.

TIGER THEATRE

EDITOR'S NOTE: An excellent idea! Look for such a list in an early issue and thanks for the suggestion.

From BROOKLYN, N.Y.

MOTION PICTURE EXHIBITOR is a most invaluable aid. I look forward to each issue eagerly. Wouldn't dream of doing without it.

AL KLEIN, President
Rogers Theatre

EDITOR'S NOTE: Thanks! We wouldn't dream of doing without you.

NEWS CAPSULES

FILM FAMILY ALBUM

Obituaries

Reed A. Albee, 75, former B. F. Keith Corporation executive, died in White Plains, N.Y. He was the son of the late Edward F. Albee, founder of the Keith-Albee vaudeville house chain that later became the Keith-Albee-Orpheum circuit. He retired in 1926. Surviving are his widow, a son, and a sister.

Harry K. Eby, brother of **George Eby,** past international chief barker, Variety Clubs International, died in Princeton, N.J.

Fred Glass, 63, executive director, National Theatres interests at Pacific Ocean Park, Calif., died in St. John of God Hospital. He started in the theatre business in Nebraska 35 years ago and later owned a small chain of theatres which he sold in 1929 to Fox Inter-Mountain. He then went to work for them as a district manager. He is survived by his widow.

Harry Gribbon, 75, one of the **Mack Sennett** slapstick comedians, died at the Motion Picture Country Home. He is survived by his brothers and a sister.

E. C. Hanford, husband of **Mrs. E. C. Hanford,** MOTION PICTURE EXHIBITOR correspondent in Cincinnati, died from a heart attack.

Robert G. Peltier, veteran showman who owned and long operated the Bijou, which was subsequently leased to Community Theatres, who changed its name to the Jewel, died in Mt. Clemens, Mich. Surviving are his daughters, grandchildren, and great-grandchildren.

Police Check D-I Films

CLINTON, MASS.—Programming of screen attractions at the Clinton Drive-In will henceforth be under local police scrutiny.

Prior to showing films, theatre manager John Richards has agreed to supply the Clinton police department with a list of motion pictures as further aid to assuring only family-type entertainment.

The agreement has apparently ended a lengthy controversy in this small mid-state community over what films should be shown and who should determine if they are objectionable.

Both Police Chief Michael E. Kelly and Richards have asserted this action does not imply censorship, a phrase tossed around since the Clinton board of selectmen's original hearing some weeks ago on a complaint by police about screening the Ingmar Bergman Swedish import, "The Virgin Spring."

At that time, Richards was asked to meet with Kelly and selectmen to discuss the motion picture. Police had voiced objection to showing the attraction before general patronage.

Selectmen and Kelly, at the hearing, asked a more stringent policy be applied by Richards in programming films. Richards remarked that "The Virgin Spring" was listed as Class A by the Catholic Legion of Decency, as are all motion pictures shown at the Clinton Drive-In, rated as "morally unobjectionable for adults."

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., AUG. 7

Levine, Ransohoff Join For Film-TV Production

NEW YORK—Joseph E. Levine's Embassy Pictures Corp. and Martin Ransohoff's Filmways Company have joined forces to produce two motion pictures in Europe which will serve as pilots for projected network television series.

The two projects will be a film and subsequent TV series based on the exploits of Hercules and an adventure film and TV series titled "Capri."

The "Hercules" venture will be produced by Filmways' vice-president John Calley. Levine and Ransohoff are planning a worldwide search to find a new actor to play the mythical Greek God.

The second project will be a film titled "Capri," an adventure story utilizing all of southern Europe as a background.

Already signed for the film and subsequent TV offering is Rory Calhoun, whose Calvic Corporation will co-produce.

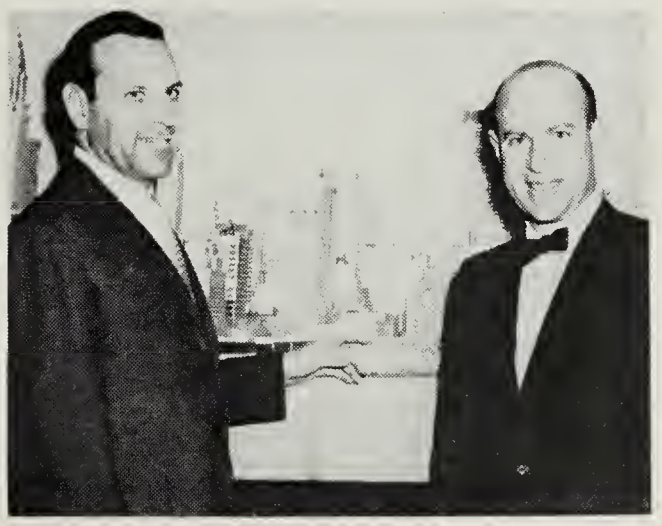
Calley also will produce the "Capri" film and series. Irving Kershner, who recently directed "The Hoodlum Priest," will helm the "Capri" project which begins shooting in late September on Capri, with interiors to be filmed in Rome.

Both features will be released theatrically in the world market prior to the distribution of the television series. Theatrical distribution in the U.S. was uncertain.

The two series marks the entry of Levine into the area of television, while Filmways has been a veteran producer of TV shows and commercials for the past decade.

"Advise" Shifts To Col.

NEW YORK—Otto Preminger, Robert S. Benjamin, board chairman of United Artists Corporation, and A. Schneider, president, Columbia Pictures Corporation, have jointly agreed to transfer the film "Advise and Consent" from Preminger's distribution contract with United Artists to his distribution contract with Columbia. The United Artists three-picture deal with Preminger remains intact.



Preston Robert Tisch, left, and his brother, Laurence Alan Tisch, recently unveiled their 21-story, 800-room Summit Hotel on East 51st Street at Lexington Avenue, New York City, the first of five major hotel projects now being constructed by Loew's Hotels in Manhattan, plus the Americana, San Juan, Puerto Rico.

BROADWAY GROSSES

Holdovers Get Strong Support

NEW YORK—All holdovers were doing well as crowds attracted by the strong product filled the Broadway first-runs. A cloudy Saturday was a definite assist as movies came into their own in competition with other pursuits.

"VOYAGE TO THE BOTTOM OF THE SEA" (20th-Fox). Paramount reported that the third week was $20,000.

"FANNY" (WB). Radio City Music Hall reported $110,000 for Thursday through Sunday, with the fifth week sure of $178,000. Stage show.

"BY LOVE POSSESSED" (UA). Capitol had $24,000 for the third week.

"GONE WITH THE WIND" (MGM). Loew's State reported the 15th week as $14,000.

"EXODUS" (UA). Warner stated the 34th week was $22,000.

"SPARTACUS" (U-I). DeMille had $25,000 for the 44th week.

"THE NAKED EDGE" (UA). Victoria claimed $15,000 for the sixth week.

"GOODBYE AGAIN" (UA). Astor garnered $15,000 for the sixth week.

"THE TRUTH" (Kingsley-Int.). Forum did $15,500 on the sixth week.

"GUNS OF NAVARONE" (Col.) Criterion hit $53,000 for the seventh session.

"FRANCIS OF ASSISI" (20th-Fox). Rivoli announced $35,000 for the second week.

"TAMMY TELL ME TRUE" (U-I). RKO Palace stated the second week would be $18,000.

D-I Triple Bills Decline

HARTFORD, CONN.—The one-time practice, by upwards of a dozen Connecticut drive-in theatres, of screening three major motion pictures, the last billed as "Bonus Feature," at regular prices on Friday nights, has apparently lost its impact.

Only four under-skyers — the Perakos Theatre Associates' Plainville and Southington, Brooks LeWitt's Berlin and Starlite Drive-In, Stamford—are advertising triple-feature programs on Fridays.

The idea, even in its heyday a season or two ago, was attacked by more responsible industry interests, charging a triple-feature program only tended to cheapen the overall quality of the week's attractions.

RKO Circuit Promotions

NEW YORK—Tom Crehan, RKO Theatres' executive, announced the following promotions: Teddy Levendos, assistant manager, RKO 58th Street, will be promoted and transferred to manager, RKO Hamilton. Albert Jeffrey, assistant manager, RKO Regent, will be promoted to manager. Joseph Marchetti, manager, RKO Regent, will transfer to manager, RKO Alhambra, and William Duggan, manager, RKO Alhambra, will be transferred to manager, RKO Proctor, New Rochelle.

Pay-TV Forces Win Arkansas Tussle

Phone Company Ordered To Set Rates For Lines; Midwest Video Now Free To Equip Homes For Test

LITTLE ROCK, ARK.—The three-man Arkansas Public Service Commission decided a toll tv issue in favor of the Midwest Video Corporation and ordered the Southwestern Bell Telephone and Telegraph Company to set up a rate schedule for installing and servicing a closed circuit system with Midwest guaranteeing financial security for the cost of the lines.

At the same time, the Commission ruled that toll tv was in the public interest and dismissed the protesting petition of the intervening exhibitors led by the Independent Theatre Owners of Arkansas.

The intervening exhibitors had challenged the jurisdiction of the Commission, contending that toll tv was actually in interstate commerece.

Apparently as the result of this ruling, which may still be challenged in court, Midwest, holder of Telemeter franchise for this city, is free to go ahead with its plans to equip homes in the area as soon as Southwestern Bell complies with the Commission's ruling and sets up a closed circuit installation and service rate schedule.

The matter came before the Commission when Midwest asked that body to order Southwestern Bell to set up such a schedule. The telephone company had taken the position that it was willing to do so but that it wanted the green light from the Commission.

Bruce Young, president, Independent Theatre Owners of Arkansas, had no comment to make on the ruling, but a spokesman for International Telemeter Corporation, a subsidiary of Paramount Pictures, said that the Little Rock decision "appears to be an important victory for pay tv."

Philip Harling, chairman of the Joint Committee Against Toll TV, said he had "no comment" until he had the opportunity to study the decision.

Reports here were to the effect that the Commission's decision might be fought in state courts. The exhibitors have 30 days in which to file such legal action and if they lose in the county courts, they may appeal to the Arkansas Supreme Court.

The contention of the intervening exhibitors that the question was not one of public utility was "denied" by the Commission, which next took the intervenor's claim that the Midwest operation would be in interstate commerce and hence beyond the jurisdiction of the Arkansas Public Service Commission.

The Commission's order continued: "All the intervenors' (exhibitors) argument adds up to one contention: that pay television will disrupt other segments of the entertainment business. Any new invention is likely to lead to economic change. This Commission can not deny the people the benefits of media merely because other segments of the industry may be inconvenienced thereby."

Louis A. Novins, president, International Telemeter Corporation, a Paramount subsidiary, commented that "nobody can stop progress. As new means of exhibiting entertainment evolve, the wise exhibitors will move ahead with progress."

IATSE Accepts Offer To Join COMPO Family

OTTAWA—The I.A.T.S.E. general executive board has voted acceptance of an invitation for the Union to join the Council of Motion Picture Organizations.

"COMPO's objectives," declared I. A. President Richard F. Walsh, "are high among our objectives also. For years, our members in all parts of the country have been seeking to boost movie attendance by word of mouth, auto bumper stickers, floats in Labor Day parades, sales of tickets to kiddies' matinees and sponsorship of union theatre parties. Our locals have worked with exhibitor groups in opposing blue laws, censorship, admission taxes, and the extension of daylight saving time. Through affiliation with COMPO we feel that such activities can be coordinated and intensified. We are grateful to COPE's executive committee for extending us an invitation to join."

Fox-MPAA Dispute Close To Settlement

HOLLYWOOD—Spyros Skouras, 20th-Fox president, has presented to Eric Johnston, president, Motion Picture Association of America, a memorandum outlining a number of suggestions for improvements in the motion picture industry and its operations, with the request that those suggestions be presented to the board of directors of the Motion Picture Association of America.

If the MPAA can agree in principle to a study of the suggestions made, with a general desire to implement them, Skouras states he will recommend to his board of directors that 20th-Fox rejoin the MPAA, the Motion Picture Export Association, and the Association of Motion Picture Producers.

Johnston will present the suggestions to his board at the earliest opportunity, after which Skouras will discuss the matter with his board.

These suggestions will not be made public until acted upon by both boards.

Johnston said he was very happy with the constructive and fair attitude taken by Skouras and his associates and he is hopeful that this matter can be adjusted to the satisfaction of all concerned. Johnston complimented Skouras on the constructive attitude taken by 20th-Fox during their absence from the Association.

Sutton Appoints Lett

LOS ANGELES—Sutton Pictures Corporation, formed by Pathe Laboratories, Inc., to acquire and distribute completed motion pictures, has appointed Scott Lett as sales agent covering the territories of Charlotte, Atlanta, Jacksonville, and Memphis, it was announced by Budd Rogers, president.

Lett, whose offices are in Charlotte, will be assisted in Memphis by Charles Arendall; in Atlanta by C. T. Jordan, Jr.; and in Jacksonville by Joseph Thrift.

Lett's activities in the southern division will be supervised by Joe Gins, Pathe-America manager in that territory, and in the central division by Pathe-America's manager in that area, Jerry Lipow.

Infald Heads ATONJ; 16mmShowingsRapped

KIAMESHA LAKE, N.Y.—At the annual convention of Allied Theatre Owners of New Jersey, William Infald, who operates theatres in Nutley and Islin, N. J., was elected president. Other officers named were Sam Engleman, Irvington, vice-president for northern New Jersey; John Harwan, Mount Ephraim, vice-president for southern New Jersey; Louis Solkoff, Newark, secretary; and Howard Herman, Hawthorne, treasurer.

Irving Dollinger was reelected chairman of the board, in which capacity he will continue to serve as national director.

In what was said to be a move to give the board the benefit of the thinking of New York exhibitors, two theatre men from New York state were named to the directorate: Allen Levy, Newburgh; and Albert Suchman, New York City. A third newcomer to the board is Richard Turteltaub, Paterson. Outgoing president Sidney Stern was made an honorary member of the board.

In a convention address, Milton London, executive director of Allied States Association of Motion Picture Exhibitors, cited the growing strength of Allied States regional units and the rise in their membership. He told the convention that Allied States has been receiving an increasing number of requests about joining Allied from exhibitors in areas where there are no active Allied regional units and said this matter will be gone into when the United States board meets in Detroit on Aug. 16-17. London claimed that Allied is doing an effective job of making larger earnings possible for the independent exhibitors.

The ATONJ called for action against the "16 mm problem which exists" and serves as competition to theatres from showings by swim clubs, schools, colleges and other groups outside the theatrical field.

A resolution condemning MGM's "Ben-Hur" policy was passed. It was said this policy held up the movement of product to theatres.

The convention also came up with a plan to call on the company heads to caution them on the sale of newer product to TV.

ATONJ pledged to do everything in its power to help defeat pay TV.

At the annual banquet, ATONJ named as its first "man of the year" Milton Cohen, N. J. district manager, Confection Cabinet Division of ABC Vending.

IFIDA Hails Penna. Ruling

NEW YORK—Michael F. Mayer, executive director, Independent Film Importers and Distributors of America, hailed the decision of the Pennsylavnia Supreme Court affirming a verdict of the Lower Court declaring unconstitutional Pennsylvania's motion picture censorship code. Mayer called the decision a "landmark" in the fight for a free screen.

UA Declares Dividend

NEW YORK—The board of directors of United Artists Corporation declared a regular quarterly dividend of 40 cents per common share, payable Sept. 29, to stockholders of record Sept. 15.

Boston Exhibs Asked To Tone Down Ads

BOSTON—Exhibitors here have been asked to tone down what Mayor John F. Collins terms "offensive films and outside picture advertisements." The Mayor said: "I have no desire to reopen the question of censorship and licensing," but he indicated he is prepared to take strong steps if improvement is not seen.

"A disturbing recurrence of questionable films and advertisements has been noted in recent months," Collins said in a message to all exhibitors, "but particularly in certain downtown establishments."

The Mayor further directed Richard J. Sinnott, city censor, to work closely with Police Captain Edward J. Balke of the vice squad and the city law department. The city censor supervises the moral content of all legitimate theatres, film houses, arcades, dancing halls, sporting events, etc.

A check of the city censor's records reveal that during the past year, one theatre was cited five times by Sinnott and Capt. Balke for what they described as "offensive and lurid outside billboard displays," the Mayor said.

The last time the Boston censor acted publicly by enforcing the famous "Banned in Boston" edict was in May, 1960, when he requested eight revisions and one deletion in the play, "Lock Up Your Daughters," at the Shubert.

Mayor Collins repeatedly has asserted his pledge "that Boston would be a family town —a clean town," and he is insisting that the censor, the police, and the law department work as a team to rid the city of anything offensive to the public taste or morals.

Kennedy To Operate D-I

CHICAGO—Going into business for himself, Duncan R. Kennedy announces his resignation as vice-president of Great States Theaters, a subsidiary of the Balaban and Katz Corporation. Kennedy stated he is acquiring the Starview Drive-In, outdoor theater in Elgin, Ill., from the Reckus family, who have been operating it for the past 13 years.

TOA Launches Informational Service To Lessen Public Criticism Of Pix

NEW YORK—Theatre Owners of America disclosed that it has launched its Film Content Informational Service on a test basis, as a means of lessening public criticism of motion pictures, and answering some of the objections of censorship and classification advocates.

The service will give TOA members, as far in advance of release date as possible—usually from 30 to 60 days—a capsule synopsis of all major films. With this data, to whatever extent and by what means they individually select, theatre owners can give this information to their patrons, so parents can decide in advance whether to permit their children to see any specific picture.

Albert M. Pickus, TOA president, disclosed the service will be maintained on a "test" basis until TOA's annual convention in New Orleans on Oct. 8, at which time the board will review the program.

Pickus emphasized that the reports on individual films will not attempt to evaluate, rate, or predict the potential gross. It will be confined to a listing of cast and credits, and a brief synopsis of the story content, plus an expression of opinion by TOA of the probable audience the film is best suited for.

"The decision as to whether he should direct his campaign to the family, to adults, to teenagers, or to children, or disregard our opinion entirely, rests with the individual theatre operator," Pickus said. "He knows his local situation. We are merely providing him with advance information to help him make his own decision."

Each picture report will contain a listing of the ratings given the film by the MPAA "Green Sheet," by Parents Magazine, and by the Legion of Decency, when they are available. If they are not, at the time the report is sent out, this information will be supplied to TOA members as soon as the ratings are published.

Pickus said the reports will take the form of an individual sheet for each film, so they can be conveniently filed by theatre owners.

He said TOA had conducted a "dry run" of the service, by sending its members sample reports on a small group of pictures, and that the replies from individual members had been uniformly enthusiastic. The expression of TOA's opinion about the film was also uniformly requested, he added.

Freed New Academy V-P; Oscar Stays In Santa Monica

HOLLYWOOD—The Board of Governors of the Academy of Motion Picture Arts and Sciences elected Arthur Freed first vice-president, and voted to stage its 34th Awards Presentation in the Santa Monica Civic Auditorium.

Freed succeeds Wendell Corey who moved up to the Academy presidency following the death of Valentine Davies.

The Academy by-laws call for the second vice-president—in this case Jacob H. Karp—to become first vice-president in the event that the president dies and first vice-president automatically succeeds him. Karp, however, declined the spot, electing to remain second vice-president.

The decision to stage the "Oscar" Show in the Santa Monica Auditorium for the second successive year was made after a report was heard on the relative merits of available facilities in the Los Angeles area.

The 34th Awards Show, slated for Monday, April 9, 1962, will be televised and broadcast nationally over the American Broadcasting Company network.

Code Seal For UA Reissues

HOLLYWOOD—The Production Code Administration has quietely reversed itself and issued seals to two United Artists releases, "The Moon Is Blue" and "The Man With The Golden Arm," turned down in 1953 and 1955. The first film was originally refused a seal because it dealt lightly with unsuccessful attmepts at seduction, while "The Man With The Golden Arm" dealt with drug addiction.

It is believed that UA plans to reissue the two films and did not want them barred from houses that only play Seal pictures.

AB-PT Six Month Profits Set Mark As Better Films Aid Theatre Side

NEW YORK — Net operating profits of American Broadcasting-Paramount Theatres, Inc., for the first six months of 1961 were at a record level for that period, Leonard H. Goldenson, president, reported.

For the first six months of 1961, estimated net operating profits were $5,694,000 or $1.34 a share, compared with $5,653,000 or $1.33 a share for the like period of 1960. Net profits, including capital gains, rose to $11,843,000 or $2.79 a share, from $6,981,000 or $1.64 a share last year.

For the second quarter, net operating profits were $2,269,000 or 53 cents a share, compared with $2,317,000 or 55 cents a share last year. Net profits, including capital gains, were $4,504,000 or $1.06 a share, compared with $3,601,000 or 85 cents a share in 1960.

Second quarter capital gains were principally from the sale of half of the company's stock holdings of Microwave Associates, Inc., and were reduced by a provision of $2,000,000 for a reserve against foreign investments.

Goldenson said the company's theatre business in the first six months ran ahead of the same period of last year, reflecting principally the improved quality of motion pictures shown during that period.

Goldenson stated that revenues of the ABC broadcasting division were ahead for the first six months over the like period of 1960. In keeping with the company's policy to fully develop the television network, additional time periods were programmed and ABC's expanding news and public affairs department increased its programming. The additional costs involved in broadening the scope of the program structure are not usually fully recoverable until the new programs become well-established and achieve acceptance. The news, special events and public affairs programs have been receiving favorable response and it is anticipated that they will generate further sponsor interest.

In the company's expanding activities in the foreign television field, Goldenson reported that an agreement was recently concluded for an affiliation with a new television station to be constructed in Panama City, Panama. Panama is the 11th foreign country in which ABC-Paramount has interests in or agreements with television stations.

Sigman To Astor Sales Post

NEW YORK—George Josephs, vice-president in charge of sales for Astor Pictures, Inc., has announced the appointment of Samuel S. Sigman as his assistant. The position has been created to facilitate the national distribution of Astor's big twosome, "LaDolce Vita" and "Rocco and His Brothers," plus several new acquisitions which Astor will announce at a later date.

Sigman, a 25 year veteran, was formerly sales manager and New York representative of the Selznick Releasing Organization and has held administrative sales posts with Paramount and Edward Small Productions.

UA Branch Head Resigns

DENVER—M. R. "Bud" Austin, manager of United Artists' branch office here, has resigned, it was announced by James R. Velde, UA's vice-president in charge of domestic sales.

Multi-Million Schine Modernization Program Relights Renovated Ohio Site

GLOVERSVILLE, N. Y. — The recent reopening of the Kent, Kent, Ohio, marked another step in the Schine Theatres multi-million dollar modernization program. The Kent was the 15th Schine theatre in this program to be renovated and refurbished.

The Eckel, Syracuse, N.Y., was the first theatre to undergo a thorough renovation, followed by the New Riviera and Monroe, Rochester, N. Y.; Wooster, Wooster, Ohio; Strand, Lexington, Ky.; Strand, Delaware, Ohio; Paramount, Syracuse, N. Y.; Massena, Massena, N. Y.; Dorset, Cambridge, Md.; Palace, Lockport, N. Y.; Manring, Middlesboro, Ky.; Fox, Corning, N. Y.; Elmwood, Penn Yan, N. Y.; and the Granada, Buffalo. The Eckel, Syracuse; Monroe and New Riviera, Rochester; Strand, Lexington; and Granada, Buffalo, are all equipped to show both 35mm and 70mm films, and the Eckel and Granada, additionally, can project Cinerama.

The Kent has been equipped with a new Simplex projection and sterophonic sound system, for which a new booth was constructed. The theatre has been completely air-conditioned with the installation of an all-weather unit. Leopard skin carpeting by Mohawk is used extensively throughout the lobby and auditorium, and additionally new drapes have been hung, and the side wall acoustically treated. The theatre has been completely reseated, with ample allowances made for the maximum in patron comfort.

In the outer lobby one complete wall is luminous, while on the opposite wall a large shadow box displays future attractions. New glass doors have been installed at the entrance to the theatre, and the marquee remodelled, utilizing the very latest in indirect lighting.

A new concession area has been installed, with the construction especially geared for the facilitation of sales.

"Additional theatre renovation will continue as the need arises," stated Donald G. Schine, vice-president of the Schine Circuit, Inc. "Our intention has been, and always will be, to anticipate the ever changing demands of the industry and our patrons. With the increasing competition for the entertainment dollar, it is a matter of necessity, and even survival, to offer the prospective patron not only the best in screen fare, but the utmost in comfort and service."

Loew's Sets Summit Meet

NEW YORK—Plans for merchandising the circuits fall and winter attractions, discussions of bookings, maintenance, operational problems, and kindred subjects will be on the agenda at a summit meeting of all Loew's Theatre managers from coast-to-coast, division managers, home office department heads, and executives to be held on Sept. 5-6-7 at The Summit, the first of several new hotels being constructed by Loew's Theatres, Inc.

Laurence A. Tisch, board chairman and chief executive officer; Preston R. Tisch, president of Loew's Hotels and chairman of the executive committee; John F. Murphy, executive vice president; Charles Kurtzman, general manager, and Ernie Emerling, advertising-publicity head, will spearhead the series of meetings.

Distributor sales and advertising heads will be invited to discuss their new product at the concluding session of the seminar.

New TOA Unit Heads To Assist At Convention

NEW ORLEANS—The presidents of the six units which have recently joined Theatre Owners of America were named honorary chairman of TOA's 14th annual convention and trade show at the Roosevelt Hotel on Oct. 8-12 by Albert M. Pickus, TOA president.

Pickus said the men were honored in order that TOA might give further recognition to the new units at this, the first convention at which these units will be officially represented.

The honorary chairmen are George M. Aurelius, president, Arizona Theatre Owners Association; Robert Davis, president, Texas Drive-In Theatre Owners Association; L. C. Montgomery, president, Louisiana Theatre Owners Association; Richard Orear, president, United Theatre Owners of the Heart of America; Ed P. Ortte, president, Mississippi Theatre Owners Association; and Roy Richardson, president, Virginia Motion Picture Theatre Owners Association.

Gala Head Visits U. S.

NEW YORK—Kenneth Rive, president of Gala Film Distributors, Ltd, of England, returned to London after a visit to New York in connection with two deals.

A distribution agreement was consummated between Gala and Astor Pictures for Rive's production, "During One Night," which Astor will distribute in the United States and Canada. Representing Gala in the negotiations was its U.S. representative, Richard Gordon of Gordon Films, Inc., who completed the arrangements with Astor's George Foley. It is contemplated that Astor and Gala will coproduce several films in England next year for distribution by each company in its own territory.

Rive also conferred with executives of Columbia Pictures, for which company Gala is the sub-distributor of all continental European product in the United Kingdom. In addition to distribution and production, Gala Films operates a chain of art theatres throughout England with first-run outlets in every key city.

NT&T Names Selig To Head Theatres

LOS ANGELES—Eugene V. Klein, president of National Theatres and Television, Inc., announced the appointment of Robert W. Selig as general manager of theatre operations for the company.

Selig, since 1958 president of NT&T's Fox Inter-Mountain Theatres in Denver and additionally since 1960 president of Fox Midwest Theatres in Kansas City, will move to Los Angeles to assume charge of the circuit's theatre operations embracing 220 theatres and drive-ins in 17 states.

Selig joined Fox Inter-Mountain Theatres in January, 1939, starting as a theatre manager, and was successively advanced to promotion manager, district manager, division manager, and president.

Prior to his association with National Theatres, Selig had been with the advertising-sales department of 20th Century-Fox Film Corporation and formerly western division manager of Gaumont-British Pictures Corp.

A vice-president of the Theatre Owners of America, Selig has also devoted ample time to community activities.

He has served 11 years as president of the University of Denver Board of Trustees; vice-president of the Mile High United Fund; vice-president of the Central City Opera House Association, and Colorado chairman for Crusade for Radio-Free Europe.

Selig has also served as a member of the board of directors of the Better Business Bureau in Denver, the Downtown Denver Improvement Association, the Cherry Creek Bank, Castle Pines Development Corp., the Rocky Mountain Corporation, and the Colorado Visitors Bureau.

Rosenfield Scholarship Set

NEW YORK—First award of the annual Jonas Rosenfield III Memorial Scholarship was made to Jean Bell, a member of this year's graduating class of Roslyn High School, it was announced by the board of trustees of the Scholarship Fund. Miss Bell will enter Stanford University in the fall.

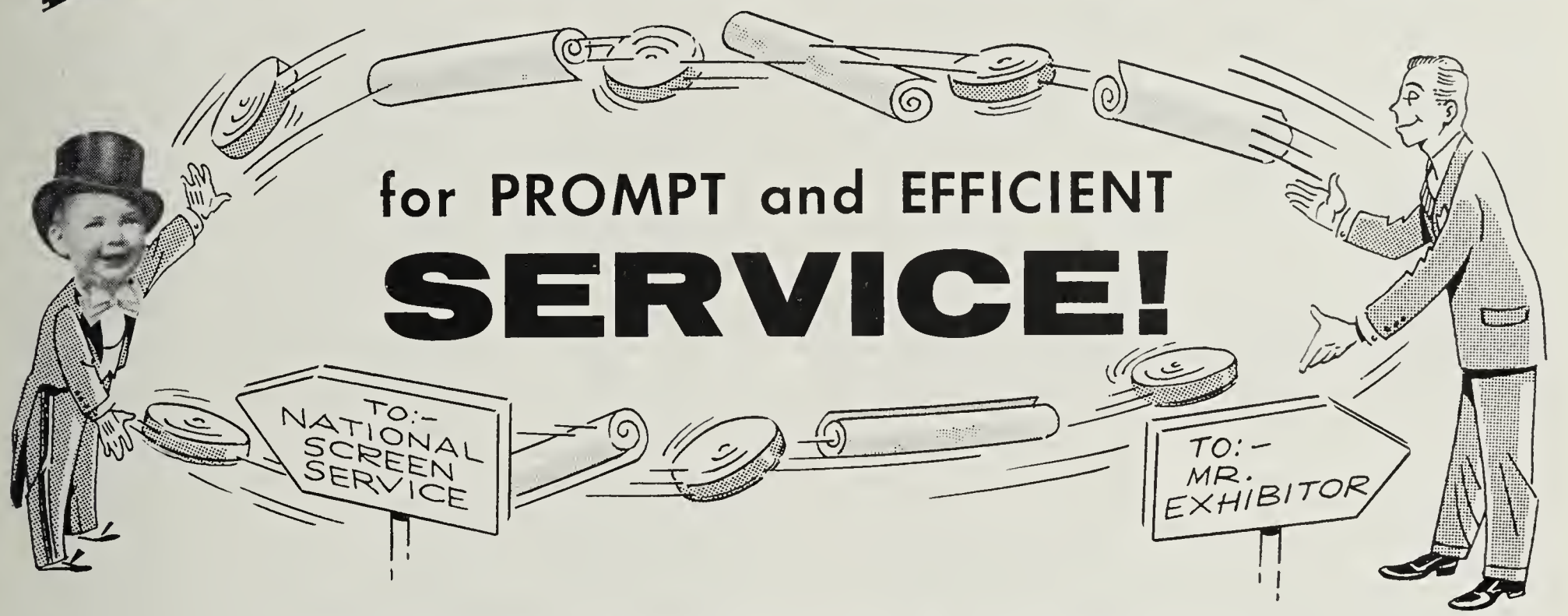
The award, established in memory of the late son of Jonas Rosenfield, Jr., vice-president of Columbia Pictures, was created mainly through motion picture industry contributions following the tragic accident in which young Rosenfield lost his life last December.

The award consists of a sum of money plus a selection of basic books in the fields of philosophy, political science, civil liberties and the U.S. Bill of Rights.



From left to right are the Virginia Motion Picture Theatre Association officers for the coming two years named at their annual convention at the Ingleside Resort, Staunton, Va., Carlton Duffus, executive secretary; Jerome Gordon, treasurer; J. K. Crockett, sergeant at arms; John Broumas, secretary; T. I. Martin, vice-president; Jeff Hofheimer, president; Ellison Loth; William Dalke, Jr., vice-president; and Denver Aleshire, vice-president.

Everybody GETS INTO THE ACT...



It takes a lot of "*organization*" to provide the dependable service you require on TRAILERS and ACCESSORIES...

YOURS...and...OURS!

We have the routine down *pat*...because we've been doing it for more than FORTY YEARS...but no matter how proficient we become...all it takes to turn *good* service into *bad,* is the failure of *one* individual to maintain the orderly rotation of TRAILERS and ACCESSORIES...from NSS to MR. EXHIBITOR, and from MR. EXHIBITOR *back* to NSS!

SERVICE is a matter of TIMING!
We *ship* ON TIME!
You *return* ON TIME!

Our service is just as dependent upon the prompt *return* of TRAILERS and ACCESSORIES by your *operator* and *usher* ...as it is upon the shipping of these items by our shippers.

Perhaps your *operator* and your *usher* don't realize how important they are to this Boxoffice routine. We hope you'll tell them.

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



The NEW YORK Scene

By Mel Konecoff

LAST WEEK we really lived, and if the boss reads this, he'll want us to pay him for letting us work here. We attended a Joe Levine luncheon; went to the opening of New York's latest hotel—The Summit; had lunch at the Four Seasons; saw Otto Preminger; and even got to ride in a Rolls Royce.

The Levine luncheon was to announce his entering the television field in association with Martin Ransohoff, friend of Kim Novak, and a detailed report on this can be found elsewhere.

The Summit is a gasser, and one of its first customers were Mr. and Mrs. Charles Okun of Coca Cola fame. Mrs. O had a loss of voice so things were abnormally quiet when we popped in to say hello.

The reason for the Four Seasons deal was to introduce us to vocalist Jimmy Clanton and to regale us with the extensive promotional campaign on an epic called "Teenage Millionaire," which also stars Rocky Graziano and Zazu Pitts.

The boys at UA have really come up with a lulu like giving money away, tie-ups with fan clubs, banks, department stores, record dealers, newspapers, radio and TV stations, etc. Also dig this—every teenager who buys a ticket to the film will receive a record of Clanton singing the title song. The initial order for the recording is for one million copies. The "flip" side lists the film's credits, artists, etc.

Many towns in the south and southwest where the film is scheduled to open in three hundred theatres will have a "Teenage Millionaire Contest," with lucky youths to get all kinds of loot including the interest on a real million dollars to be given away by banks. Teens will also receive special treatment in some theatres for coming to see this, their picture. Incidentally, we are assured that adults will not be repelled by the film.

The way UA assistant advertising and publicity director Gabe Sumner and his associates (Dave Chasman, advertising manager, and Al Fisher, exploitation manager, and staffs) put it—everybody will know about "Teenage Millionaire" and they'll certainly want to see it. Theatremen like Kermit Carr, Paramount Gulf Theatres, and Frank Henson, Loew's State, New Orleans, and others have flipped about the film and the promotion. To all the above, producer representative Seymour Poe said a fervent "Amen."

As we left those hallowed and expensive halls, we found a Rolls Royce waiting to take us to see Otto Preminger, who could hardly contain himself over the news that he's bought the film rights to "The Cardinal," the internationally acclaimed best seller. He was impressed with it when he read it 11 years ago, and when he found it was lying around on the inactive property list at Columbia, he bought it and will make it as one of the pictures he owes to Columbia. Louis de Rochemont was to have made it years ago.

So excited was Preminger over the property that he has delayed some other projects and will put it into production immediately following completion of his "Advise and Consent." It will probably be filmed in 70 mm and color and he's warning all concerned that it will be a long picture, much as he dislikes them. It may even go hard ticket. Filming will take place in and around Boston, Rome, and even on the high seas. The book sold close to 10 million copies.

The film will be the second in the producer-director's four picture arrangement with Columbia. He also has a three picture deal with UA.

Rooting from the sidelines, among others, were Paul Lazarus, Jr., Columbia vice-president, and Bob Ferguson, national advertising and publicity director.

We walked back to the office, the Rolls having taken off.

All in all, quite a week, and the glamorous doings made us wonder just what the folk who criticize the movies for the loss of excitement are talking about. Incidentally, if this is how a teen-age millonaire lives, we're sorry we ever decided to grow up. Farewell, peasants.

FWC Acquires Drive-In

LOS ANGELES—Fox West Coast Theatres Corporation, NT and T theatre operating subsidiary, acquired the Mt. Baldy Drive-In, La Verne, Calif.

The 1000-car drive-in will continue to be managed by Cecil Carlton, and will be supervised by Harold Wyatt, FWC district manager.

FWC has leased the drive-in from the Mt. Baldy Drive-in Theatre Corporation in accordance with recent federal court approval for the acquisition.

T-L Names New Rep

NEW YORK—New Pacific Coast representation has been acquired by Trans-Lux Distributing Corporation, it was announced by Ed R. Svigals, vice-president.

Trans-Lux is now being represented in the Seattle-Portland and San Francisco exchange territories by Mutual Film Distribution, Inc., San Francisco. Mutual Film Distribution is controlled by Roy Cooper and Chan Carpenter.

TV Quality Down

NEW YORK—A study conducted by the National Audience Board, Inc., just made public here, shows that television programming in the field of drama, children's and variety shows has "dropped in quality in the past two years."

The study also showed that those queried found public affairs, mystery-detective-adventure, news and weather and sports were better than they were two years ago, with public affairs programs showing the highest gain in the two year period. Westerns, surprisingly, received the lowest score.

Decca Net Declines

NEW YORK—Consolidated net earnings of Decca Records, Inc., including results of operations of its subsidiary, Universal Pictures, for six months ended June 30, amounted to $1,315,063, equal to $1.02 per share on the 1,285,701 outstanding shares of capital stock in the hands of the public. In the corresponding period for 1960, Decca reported earnings of $2,946,224, equal to $2.29 per share on 1,285,701 outstanding shares of capital stock.

Special AIP Trailer Tells Big Screen Tale

NEW YORK—Through the cooperation of American International Pictures, a second "Operation Big Screen" trailer to tell the public that movies, to be fully enjoyed, must be seen in a motion picture theatre, is available to the nation's exhibitors, Albert M. Pickus, president of Theatre Owners of America, announced.

Pickus said AIP has prepared a special one-minute trailer, illustrated by scenes from its August release, "The Pit and the Pendulum," to cite the great advantage of big screen motion picture entertainment.

Pickus said James H. Nicholson, president, and Samuel Z. Arkoff, executive vice-president, had assured him that prints would be in all 28 AIP exchanges by Aug. 10, and that any exhibitor desiring to use the trailer had merely to ask for it. The trailer will be serviced without charge.

The "Operation Big Screen" program was launched by TOA last May, with an initial trailer illustrated by scenes from Carl Foreman's "The Guns of Navarone." Last month, Warner Brothers prepared a special short entitled "Three Faces of the Future" to introduce three of its new male stars, which also was endorsed by TOA, although it did not stress the big screen angle.

Pickus said other film companies are now working on trailers with a similar big screen message, and he is hopeful that through TOA assistance, exhibitors will be able to get as many as a dozen of these special trailers during the year.

AIP's trailer opens in a small regular screen ratio, and enlarges to full cinemascope width to show the scope, the color, the definition, and the hugeness of motion picture screen entertainment.

"Exhibitors owe American International Pictures a special vote of thanks for their assistance in the 'Operation Big Screen' program," Pickus said. "Because the trailer message is so vital, I urge all exhibitors to book and show this short film as quickly as possible, regardless of whether they eventually play the picture. Use of the trailer will help us get across the message that the full value of movies cannot be obtained on a small screen in the living room."

Israel Production Firm Set

NEW YORK—The formation of a new organization for the production of motion pictures in Israel on its own and in conjunction with foreign film companies and investors, was announced recently.

Called Corporation Film Production Company, Ltd., the first venture of the new firm, scheduled to start filming Aug. 25, is a feature length film based on an incident during the Sinai Campaign involving the rescue of a Bedouin infant girl by an Israeli army doctor. The film is called "Sinaia," the name given the girl who has since been adopted by an Arab member of Israel's Knesset.

Corporation will develop Israel's expanding motion picture industry, according to Alexander Massis, its general manager, through a number of operational methods: production of local films with the help of noted foreign producers; production of low budget, completely Israel-made films; and provision of local facilities for foreign producers who may or may not wish to utilize local capital and talent.

President of the new firm is Margot Klausner, noted figure in the Israeli stage.

"How I Would Sell . . .

GOODBYE AGAIN

UA Offering With Appeal For Women, Top Marquee Values



An Exclusive **SHOWMANALYSIS** Prepared by—

BLANCHE LIVINGSTON, in charge of publicity for RKO Theatres out-of-town houses

ABOUT THE AUTHOR • Blanche Livingston is one of the few persons living in New York City who was born and raised there. From Columbia University, she joined a motion picture trade paper. Her next move in the industry was to the Fox Circuit handling publicity at the Fox Brooklyn Theatre. From there, she joined RKO Theatres' publicity department, where she now heads publicity operations for out-of-town theatres. She has been an officer of the Association of Motion Picture Advertisers for many years and is a member of the board. Blanche is married to Albert H. Levi, and has contributed to this department in the past.

"GOODBYE AGAIN" is what is known in the trade as a "woman's pieture"—and has the "plus" value of the attraetive marquee names of Ingrid Bergman, Anthony Perkins, and Yves Montand. The eombination should give United Artists a winner. Ingrid Bergman is a delight to watch and is most attraetively dressed. Tony Perkins plays an impulsive American youth—the box-offiee target for the young people. Yves Montand is at his best as a man-about-Paris Frenchman. The picture is beautifully mounted and has all the natural flavor from having been aetually shot in the Paris locale.

RKO is playing the picture in several out-of-town spots. The following items are both suggestions made to each theatre on various selling points, as well as ideas which were put into effect by the managers themselves.

ADS—For all future dates RKO will use the new ads, 405 and 406, which offer more story and more sex to the readers.

LOBBY—In eonneetion with lobby display, the LP sound traek featuring Diahann Carroll who appears in the picture, and Ferante and Teicher, who reeord the theme music, will be played through loud speaker.

Use in advanee a large size loose leaf book on a table, eontaining eye-arresting stills from the picture eaeh with a typed caption. Let patrons thumb through this.

Have perfume sprayed in lobby or running through a deeorative fountain, with credit card reading:

SKETCH shows poster carrying message of safety and playdate information attached to traffic light, lamp-post, etc. It results in an effective, inexpensive stunt.



ABOVE and BELOW, ads prepared by UA to supplement those in the pressbook. The author is of the opinion that these have the most general patron appeal, combining the excellent star values with an indication of the provocative story line. RIGHT, one of the most valuable and effective attention-getters for the picture will be the paperback edition of the book by Francoise Sagan. This young lady made a considerable impact here and abroad with "Bonjour Tristesse" and has followed it up. Book-film tieup is valuable.



GET A BREATH OF PARIS . . .
It's _____ French Perfume
(on sale at _____)
GET AN EYE-FUL OF ROMANTIC PARIS in "GOODBYE AGAIN"

The telephone company has cooperated on this stunt before. They want to advertise their new Princess 'phones and will install three or four in your lobby. You can have accompanying sign:

BEFORE YOU SAY GOODBYE AGAIN, PICK UP THE RECEIVER ON THIS NEW PRINCESS 'PHONE AND HEAR A SPECIAL MESSAGE.

A recording on "GOODBYE AGAIN" will of course, be heard.



RADIO—Extra run for the money can come from disk jockeys plugging the LP Sound Track Album of the picture; also the Diahann Carroll recording and the Ferante and Teicher single. The latter sign off with "GOODBYE AGAIN." Try to get others to sign off with "GOODBYE AGAIN."

Extra time can also be secured through a radio contest suggested on page 11 of the press book—naming titles of Ingrid Bergman's past pictures after giving the leading men's names.

For any classical music station as WQXR, the tie-in is Brahm's Third Symphony from which "GOODBYE AGAIN" theme was adapted.

On any radio or TV forum type program, offer for discussion:

"AS A YOUNG BOY, COULD YOU FALL FOR A 40-YEAR-OLD WOMAN?"
— or —
"AS A WOMAN, COULD YOU BECOME INTERESTED IN A BOY OF 25?"

MUSIC TIE-UPS—Music stores will plug the singles and

album from the picture. Offer them stills and posters. Dealers have window and counter displays.

For the emphasis on Brahms music in the picture, offer them this angle with stills GBA-27 and 64 showing Bergman and Perkins before an outdoor advertisement of a Brahms concert. Only use the Brahms angle *away* from the theatre.

BOOK TIE-UPS—The picture is from Francoise Sagan's "Aimez-Vous Brahms." Bantam has put out a special movie edition. Distributor will tie-in with cards where books are sold; also copies for give-away to newspaper and radio editors, and maybe first so-many women on opening day.

Get enough copies so pages can be torn from it and rubber-stamped with title, theatre, and playdate, and use these pages as a herald-throw-away.

FASHION TIE-UPS—The House of Dior created Ingrid Bergman's fashions in the picture. Contact your store that handles these, as duplicates have been sent around the country. Try for co-op ad.

Miss Bergman and the other femmes in the pictures are good for "French Hair Fashions"—now popularized via Mrs. John F. Kennedy's publicity.

TRAVEL TIE-UPS—Appeal to travel fans, in lobby, through travel bureaus, even in a small ad in that section of paper, stressing "*actual Paris scenes*" or "*actually photographed in Paris.*"

Tie up with travel agencies on "*See Paris in 'Goodbye Again'—then let us arrange a trip for you to be there yourself.*"



PERKINS FAN CLUB—Get the officers of your Tony Perkins Fan Club to do a job for you to get the members down to the theatre in a group. If there is no Fan Club in your city, start one.

TIE-UPS ON TITLE—Bumper strips "GOODBYE AGAIN" —for all cars belonging to theatre and U.A. branch staff, and all cabs.

For merchants: *BEFORE YOU SAY GOODBYE AGAIN, TRY GIVING HER A GIFT OF ————————.*

For perfume advertising: *IF YOU'RE WEARING ———— PERFUME WHEN YOU SAY GOODBYE AGAIN, HE'LL HAVE TO REMEMBER TO SAY HELLO AGAIN.*

To get posters on poles, get to the Safety Council and have cards made: *DON'T SAY GOODBYE TO GOOD HEALTH—CROSS THE STREET AT CROSSINGS! THEN SAY HELLO TO A GOOD TIME BY SEEING "GOODBYE AGAIN" ETC.*

For a co-op ad with the Telephone Company, there's a still of Yves Montand with a 'phone and Ingrid Bergman, and use tie-in copy:

WHEN YOU SAY GOODBYE AGAIN TO YOUR LOVED ONES, TELEPHONE THE NEXT DAY TO SAY HELLO WHEREVER YOU ARE.



ABOVE and BELOW, stills of Ingrid Bergman and Yves Montand on the telephone provide an opportunity to arrange a co-op ad with the telephone company in your area. Phone display in the lobby might be feasible with recorded message on film played over phones prior to playdate. LEFT, make sure to take advantage of the three sided music promotion on the feature, comprising the LP soundtrack album, the Ferrante and Teicher recording of the theme, and the Diahann Carroll recording. Tie in also with the Brahms theme.



COMING . . . in the issue of Aug. 16
BOB RAPPAPORT
Rappaport Theatres, Baltimore, Md.
tells how he would sell . . .
Columbia's
"LOSS OF INNOCENCE"

AA Int. Acquires Italian Pix

NEW YORK—Norton V. Ritchey, president of Allied Artists International Corporation, announced that negotiations have been completed with several Italian producers for distribution rights to 11 films in the Latin American market. Bernard J. Gates, AA International Latin American supervisor, handled the deals in Rome.

Film Exchange and Dealer Listing for the NEW ORLEANS FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• *Film Distributors*

ALLIED ARTISTS, 143 S. Liberty St.—JAckson 5-9135
Br. Mgr.: Ben Jordan. Office Mgr. and Booker: Earl W. Schroeder. Sales: Joseph J. Fabacher. Cashier: Elsie C. Bittel. Emerg. Phone: Tony Tortorich, TWinbrook 1-1421.

BUENA VISTA (Disney), 218 S. Liberty St.—JAckson 5-2250-59
Br. Mgr.: Floyd Harvey, Jr. Head Booker: Jeanne Crozat. Emerg. Phones: Harvey, VE 5-1902; Crozat, WHitehall 4-8613; Film Inspection Service, 822-3025; Roy Gallagher, VErnon 3-4572.

COLUMBIA, 150 S. Liberty St.—JAckson 2-2782
Br. Mgr.: John Winberry. Office Mgr.: Frank Barry. Sales: Alton Dureau. Head Booker: Eileen Kaiser. Bookers: Leona Schmitt, Cecelia Randolph. Cashier: Kathrine Wilson. Emerg. Phone: Barry, HUnter 8-3316.

F. F. GOODROW, 218 S. Liberty St.—523-1474
Owner: F. F. Goodrow. Office Mgr.: Georgia Bruno. Emerg. Phone: Goodrow, 282-4004.

DON KAY ENTERPRISES, 150 S. Liberty St.—529-3012, 525-4765
Br. Mgr.: Don Kay. Sales: Leo Seicshnaydre. Booker: Bob Saloy. Cashier: Mrs. Elgivia Lisle. Shipper: Peter Bacques. Emerg. Phones: Kay, VE 5-4050; Saloy 2B2-5756.

J. R. LAMANTIA, 218 S. Liberty St.—JAckson 2-6479
Owner: J. Roger Lamantia.

MASTERPIECE, 215 S. Liberty St.—JAckson 2-8703
Br. Mgr.: Phillip Sliman. Sales: Milton Dureau. Office Mgr. and Head Booker: Mamie Dureau. Emerg. Phones: Sliman, HUnter 2-4971; M. Dureau, WHitehall 3-7049 or WHitehall 9-0784.

METRO-GOLDWYN-MAYER, 150 S. Liberty St.—524-5566
Br. Mgr.: H. A. Arata. Office Mgr.: Fred D. Armington. Sales: H. P. Mosley. Head Booker: Louise Harper. Booker: Armand Portie. Cashier: Joann Mara Roach. Emerg. Phone: Harper, JAckson 2-3243.

PARAMOUNT, 2339 Tulane Ave.—JAckson 5-3357
Br. Mgr.: William Holliday. Office Mgr.: Clyde J. Daigle. Sales: Milton T. Aufdemorte, Jr., Edgar E. Shinn. Bookers: Eddie Richards, Irma Rogers. Cashier: Davis Richoux. Field Exp.: Leonard Allen. Emerg. Phones: Daigle, FOrest 7-4935; Film Inspection Service, 822-3025; Roy Gallagher, VErnon 3-4572.

20TH CENTURY FOX, 200 S. Liberty St.—JAckson 5-9858
Br. Mgr.: William A. Briant. Asst. Br. Mgr.: Gerald S. Kennedy. Sales: Lewis Oubre, Joseph T. Silver. Head Booker: Anita Gibson. Bookers: Phyllis Johnston, Dave Rizzuto. Cashier: Gloria Barefoot. Field Exp.: Jimmy Gillespie. Emerg. Phone: Gibson, HUnter 2-7309

UNITED ARTISTS, 210 S. Liberty St.—524-3617
Br. Mgr.: George R. Pabst. Sls. Mgr.: Alex C. Maillho. Office Mgr.: Elizabeth Bacon. Sales: Maurice Artigues, Charles Pabst. Bookers: Nat Odom, Ann Dufour. Cashier: Shirley Bacques. Field Exp.: Addie Addison. Emerg. Phones: Film Inspection Service, B22-3205; Roy Gallagher, VErnon 3-4572.

UNIVERSAL, 143 S. Liberty St.—JAckson 2-9181
Sls. Mgr.: C. R. Ost. Office Mgr. and Sales: E. L. Stevens. Sales: Wm. Maddox. Booker: Anna Sinopoli. Emerg. Phone: Ost, HUnter 8-5012; Stevens, 2B2-B616.

VARIETY, 218 S. Liberty St.—525-7623
Owner-Mgr.: Charles Lamantia. Emerg. Phone: 525-7623.

WARNER BROS., Loren Bldg., Suite 510, 2001 Canal St.—524-2121
Br. Mgr.: Lucas S. Conner. Office Mgr.: August W. Trog. Sales: Edward Fitzgerald, R. A. Boykin. Head Booker: Joe Springler. Bookers: Joe Sacco, Doris Stevens. Cashier: Catherine D'Alfonso. Emerg. Phones: Springler, 833-5202; Sacco, CH 2-4362; Stevens, 2B2-8616; Film Inspection Service, 822-3025; Roy Gallagher, VErnon 3-4572.

WMJ, 150 S. Liberty St.—JAckson 2-8118
Br. Mgr.: Lawrence Woolner. Office Mgr.: Betty Woolner. Sales.: David Woolner.

WARWICK, 1315 Gravier St.—JA 2-4536
Owners: Abe Berenson, Arthur Barnett. Emerg. Phone: Barnett, UNiversity 6-1993.

• *Supply Dealers*

ALON BOYD, P. O. Box 362, Shreveport, La.—2-6612

HODGES THEATRE SUPPLY CO., INC., 1309 Cleveland Ave.—524-8356
Emerg. Phones: John Magendie, WHitehall 5-4B73; Harold Ballam, 729-3441; Mel Gedel, 949-6B40.

NATIONAL THEATRE SUPPLY, 220 S. Liberty St.—524-4891
Emerg. Phones: Tom Neely, Sr., HUnter 2-1458; Pascal Caruso, WH 9-8345; C. Achee, Jr., VErnon 5-7686.

SPEAKRITE PRODUCTS CO., Marvin White, Rt. 1, Box 355, Westlake, La.

• *Screen Trailers*

NATIONAL SCREEN SERVICE, 3149 Calhoun St.—UNiversity 1-1473
Br. Mgr.: Louis Boyer. Office Mgr.: Joe Moll. Emerg. Phone: Moll, WH 7-7B59.

• *Merchant Ad Trailers*

COMMERCE PICTURES, 525 Poydrass St.—MAgnolia 5026

MOTION PICTURE ADV. SERVICE, 1032 Carondelet St.—JAckson 5-2253 (24 hour service)

• *Signs, Advertising and Printing*

EXHIBITORS' POSTER EXCHANGE, 214 S. Liberty St.—JAckson 5-3563
Pres.: Wm. H. Cobb. Emerg. Phone: Cobb, VErnon 3-8361.

NATIONAL SCREEN SERVICE, 3149 Calhoun St.—UNiversity 1-1473

PORT PRINTING CO., 222 La Salle St.—JAckson 5-6987

• *Film Delivery Services*

SCHAFFER FILM DELIVERY SERVICE, 1409 Cleveland Ave.—JAckson 2-6513, VErnon 3-7244
Owner: "Buddy" Schaffer. Emerg. Phanes: Same.

TRANSWAY, INC., 235 S. Genois St.—HUnter 8-0861 (24 hours)
Gen. Mgr.: Dan M. Brandon. Film Row Depot, 1303 Cleveland Ave.—523-5635. Mgr.: Leon Johnson.

• *Service Companies*

ALTEC SERVICE CO.
J. M. McBurney, 4501 Congress St., 2B2-2044. Gavin Leedy, 1301 Bullard Ave., Metairie, VErnon 5-0156. Emerg. Phone: JAckson 5-2748.

FILM INSPECTION SERVICE, INC., 729 Jane Alley—822-3025
Mgr.: Roy Gallagher. Asst. Mgr.: Bruce Hirstius. Emergency Phones: Gallagher, VE 3-4572; Hirstius, HU 2-3462.

RCA SERVICE CO.
Field Mgr.: G. W. Ahrens, 7901-5 Empire Freeway, Dallas, Tex., FLeetwood 2-3911. Field Men: R. W. Godwin, Jackson, Miss., FLeetwood 5-B494, 5-6456; L. M. Corridori, Mobile, Ala., HEmlock B-2466, 8-1458; L. N. Brawne, New Orleans, La., 2B2-2373, WHitehall 5-4142; A. S. Riley, New Orleans, La., 2BB-B960, WHitehall 5-4142; A. E. Moore, Pineville, La., Hillcrest 2-6271, 3-9711; E. D. Gaw, Shreveport, La.; 422-7693.

• *Motion Picture Exhibitor*

Representative: Mrs. Anna M. Auslet, 2268½ St. Claude Ave., WHitehall 3-1566.

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Columbus Lines Up For Censorship Fight

COLUMBUS, O.—Fight over city film censorship in City Council will be a close contest, it was indicated in a poll of councilmen taken by the Columbus Dispatch. Three are in favor of censorship, three opposed, and the seventh member was unavailable for comment.

William Hicks, council president; William P. Hoermle and Mrs. Goldma May Edmonston are in favor of censorship. Mrs. Edmonston said she will introduce a censorship ordinance in September. Opposed are Robert L. Van Heyde, Robert H. Smith, and Russell M. Jones. Ronald DeVore was not available for comment.

Most civic leaders contacted by the Dispatch indicated support of some form of film regulation, either by the city or by voluntary citizens' groups.

Two expressed reservations about the effectiveness of censorship. Father George Fulcher, editor of the Catholic Times, said: "Something should be done, but I don't know if censorship is the answer. Community action of some sort should be marshaled but a volunteer thing would be better than government censorship. If a city ordinance could be enforced and could get around the problem of defining what is an obscene movie, it might be a good thing. But I still feel the voluntary approach is better."

William S. Guthrie, dean of student relations at Ohio State University, said: "I'd much prefer to see movie house operators police themselves and to believe the public would use good taste in selecting shows. But I have some misgivings about self-censorship. I don't believe in censorship, except as a last resort in the most extreme cases."

Toastmasters Hear Johnston

SEATTLE—Eric Johnston, president, Motion Picture Association of America, delivered the keynote address at the Toastmasters International convention here and received an inscribed gavel from Dr. Ralph C. Smedley, 83 year-old founder of the organization.

Dr. Smedley cited Johnston and the motion picture industry "for your outstanding contributions toward effective communication among men" and added that the gavel could also be used by Johnston for self protection if necessary.

Preminger Slates "Cardinal"

NEW YORK—Otto Preminger has acquired the motion picture rights to "The Cardinal," internationally acclaimed best-seller by the late Henry Morton Robinson.

The producer-director announced that he will film "The Cardinal" in Boston and Rome for Columbia release.

Watch for them!

NEXT!

Portland, Ore., Territory
Issue of August 16

New Haven Territory
Issue of August 23

Save Them!



CANADIAN Highlights

By Harry Allen, Jr.

SUMMER HEAT is melting Sunday movie receipts in Toronto, but business is no worse than can be expected at this time of year, according to theatre executives. William Summerville, general manager, eastern division, Famous Players Canadian Corp., said, "We are at the heart of the vacation season and the Sunday weather has sent people to other attractions." He said, however, a family film, Walt Disney's "Parent Trap," playing in 12 Toronto theatres, has attracted a large audience. "Obviously there are some people who want to get in air-conditioned theatres," he said. E. G. Forsythe, assistant general manager, Odeon Theatres (Canada) Ltd., said no trend in Sunday film-going could be detected as yet. "It's still too early to tell, but I will say that the seven-day receipts are certainly greater than the six-day receipts," he said. "We've only had four Sundays, so no one can say one way or the other that people aren't interested in Sunday films," Forsythe added. Myer Axler, Twentieth Century Theatres, Ltd., said business was not up to expectation, but with the coming of fall, a change was expected. "Business has tapered off since the first Sunday, but we are hoping business will be better," he said.

NO LESS THAN THREE film festivals are being held in this country this year. The first, in Vancouver, July 10-22, is the second oldest, with the Stratford Film Festival, Aug. 21 - Sept. 2, the oldest. The newest, in Montreal, Aug. 11-17, has become the most ambitious one. All have the approval of the International Federation of Association of Film Producers. Winnipeg had a festival last summer but it wasn't okayed by the IFAFP, having been run by a public relations firm which said it would devote the profits to other creative efforts.

Festival International du Film de Montreal in its second year has become the most ambitious one. Once again it will run its festival in the 2,853-seat Loew's where it will show 15 features from different countries, three being scheduled for each day. This year it has arranged a Festival of Scientific and Educational Films under Rock Damers. Members of the teaching profession and others are invited to see 25 such films at a series cost of $5, with five programs scheduled at 10 a.m. in Loew's. The Montreal Festival, of which Pierre Juneau of the National Film Board is chairman, has invited 20 film directors from different countries to participate in a three-day seminar on the Creative Aspect of Film-making with a similar number of Canadians.

Stratford, the oldest of the Canadian film festivals, has been guaranteed a full schedule of outstanding films from many countries. This year seats are reserved for the first time, says John Hayes, who is director. The Stratford Festival does not judge films but the critics who attend get together and give their opinions. The other festivals, however, do offer judgments. Mrs. Kashiko, Japanese film expert, joins the NFB's Norman McLaren and Herman Weinberg of New York on the jury that screened films from nearly 30 countries at the Vancouver festival.

CLOSING CURTAIN: Roger Choquette, 52, associated with Theatres Laurentides, Inc., died after a lengthy illness. Born and educated in Montreal, he worked in Quebec City for a while. . . . George Law, 78, who entered the motion picture industry in 1906 with General Films, died in Toronto. He was employed by The Odeon Theatres (Canada) Ltd. He was at one time branch manager in Winnipeg for Canadian Universal and soon after become general manager of Universal's theatres in Winnipeg. . . . Sam Jacobs, 69, with Astral Films, Ltd., who had been in the industry all his life, died in Montreal. He had been Eagle-Lion St. John manager, Eagle-Lion, Monogram, and Allied Artists manager in Montreal, and had retired in 1957 from Allied Artists before joining Astral 15 months ago. . . . Robert A. M. Craig, 65, with United Amusements Corp., died in Montreal. He joined United as a projectionist in 1929, switching later to the head office as an accountant.

LONDON Observations

by Jock MacGregor

THE PORTRAIT of a showman was painted with the words spoken at the lunch given in honor of Hugh Deacon by CMA (Rank Theatres) to mark his retirement from the Gaumont, Coventry. This was a domestic affair, but those who were privileged to attend learned much of a man who was dedicated to his theatre and has become so respected a figure in the city he serves . . . a man whose Saturday morning children's cinema club choir has become a national institution and raised more than $28,000 for charity . . . a man who admits spending a dollar or so a week sending birthday cards to old age pension patrons—often the only one they get.

"You can never be a showman," general manager Vic Powell said, "if you haven't a heart and that is your secret, Hugh." Ivor Smith told the story of the pre-war German refugee, a banker of great sensitivity and artistic merit, who after internment was working in heavy industry in a job totally unsuited to him. The Deacons allowed him the use of their home to play the piano and in Ivor's opinion saved his life.

Editor John Harrison of the Coventry Evening Telegraph said he would never forget Hugh's service and devotion during the war when the city was so heavily bombed. He only had to be asked and he gave everything he could. Continuing, he claimed, "No one

(*Continued on page 18*)

Sales-Promotion Meets Launch MGM's "King"

NEW YORK—Preparatory to launching 26 premiere engagements of "King of Kings," five regional sales and promotion meetings have been set by Robert Mochrie, Metro-Goldwyn-Mayer's general sales manager.

The meetings, to be attended by division and exchange managers, publicity and group sales representatives, will open in Chicago on Aug. 15 at the Blackstone Hotel, to be followed by Dallas, Aug. 17; Washington, Aug. 22; Boston, Aug. 24; and Detroit, Aug. 29.

Sales policy will be outlined at the meetings by Mochrie and Morris Lefko, in charge of "King of Kings" sales, with promotion campaigns detailed by Ralph Wheelwright, coordinator, and Emery Austin, exploitation head.

The meetings will serve as a preview of the advertising and exploitation campaign already completed, including advertising, trailers, radio and television materials, book tie-ups, film strips, and other extensive promotional assistance.

With national and regional advertising now placed, group sales and mail orders for the premiere of the Samuel Bronston production are reported ahead of the "Ben-Hur" totals for similar advance period.

The film, which will have its world premieres in New York and Los Angeles on Oct. 11 and 12, will also be presented in 24 subsequent engagements before Christmas.

N. E. Exhibs Plan Convention

BOSTON—Max E. Youngstein, vice-president of United Artists, will be a featured speaker at the 30th anniversary regional convention of Independent Exhibitors, Inc., and Drive-In Theatres Association of New England at Chatham Bars Inn, Chatham, Cape Cod, Mass., Sept. 5-7.

The social activities, which includes a New England clambake, will be climaxed by a cocktail party and banquet, hosted by the Coca-Cola Company.

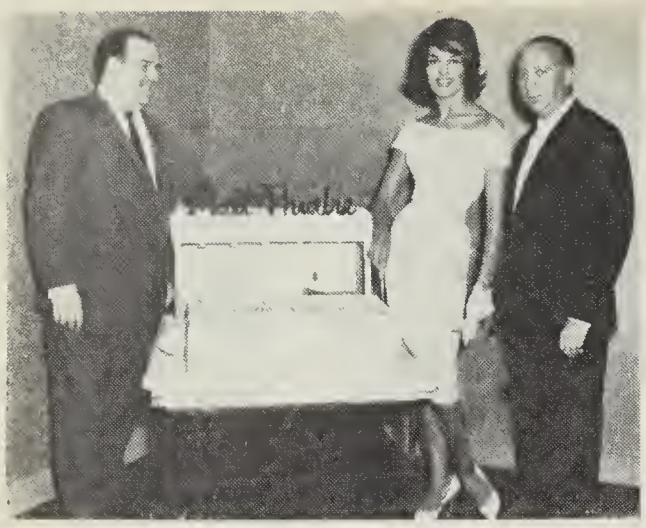
Edward W. Lider, president of I.E.N.E., is the general chairman of the convention with the co-chairmen, Julian Rifkin and Arthur K. Howard. The coordinator is Carl Goldman, executive secretary.

U-I Switches Sales Execs

NEW YORK—Henry H. "Hi" Martin, vice-president and general sales manager of Universal, announced a series of executive changes in the company's branch offices in the east supervised by Joseph B. Rosen, regional sales manager.

Harry Fellerman, who had been New York branch manager, is being transferred to the New Haven exchange as sales manager. Alex Schimel is being transferred from the New Haven exchange to the Washington exchange as sales manager. Harold Saltz is being transferred from the Washington exchange to the New York exchange as branch manager.

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Nancy Kovack, Columbia Pictures star, and Larry Morris, vice-president, B. S. Moss Theatres, are seen at the cake cutting celebrating the first anniversary of the Bergen Mall, Paramus, N.J., as manager Lawrence Pritchard looks on. Miss Kovack served each patron attending a slice of the 400 pound cake, which was presented to the management by a local restaurant.

David E.

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Theatre Installations and Maintenance

LONDON (*Continued from page 17*)

in outward appearance could look less like a showman. There is nothing brash about him. He is a man of sensitivity, inherent modesty, and is highly regarded in Coventry."

Circuit controller John Behr chaired the proceedings and made various presentations to the Deacons. There was a check for Hugh and a huge box of flowers for Sybil. What was not said at the lunch was that Hugh was born in Ceylon in 1895, was commissioned in the Indian army, entered the industry in the string section of the Kilburn Grange Cinema Orchestra, and turned to management with the coming of sound.

During World War II, the Gaumont received a direct hit resulting in heavy casualties among patrons. A second hit a few months later again put the theatre out of action. Over 600 people sheltered in the theatre basement every night. The theatre claims the record for the number of garments knitted by patrons for the troops. Hugh was deputy divisional warden for the central division of Coventry.

This was a moving send off for a manager who has served his employers and the industry well and true—a model manager. Is he looking forward to a retirement of leisure? Heavens, no! Sybil and he are taking over a restaurant on the road between Oxford and Stratford-on-Avon and look forward to keeping in touch with show business by serving those who make the pilgrimage to the Shakespeare country. The best of luck, Hugh and Sybil.

MY LUNCH PARTNER was L. V. Fancourt, controller of live entertainment and ballrooms for Rank. We talked a lot about his activities. He said he wished I could see some of his promotions. Before you could say "Top Rank," he had me on a 220 mile round trip for the evening to help judge a Rock 'n' Roll band contest at the West End Ballroom, Birmingham, and present the prize. I never regarded myself as an expert on this "art," but the dancers heartily endorsed our decision and the friendly advice of a well wisher as I went on the band stage to keep an eye on the supporters of the losers was completely redundant!

The Ballroom is part of the West End Cinema, where "Spartacus" is enjoying a long run and is to be replaced at the end of August by "Exodus," and it was packed, mainly with teenagers. Spirits were high but the behaviour was exemplary. There are 23 "Top Rank"—the descriptive now given to many of the group's non-movie activities—Ballrooms and more in the planning stage, and judging by the way the West End is run, it is not surprising that they have become so popular.

Also enjoying a long run in Birmingham as elsewhere is "The Guns of Navarone." It is now playing many centers and holiday resorts on a road show basis. Kenneth Hargreaves is delighted with the enormous returns. Shortly it will start the first of three waves of extended seasons in the London suburbs on a road show basis. General release is fixed for next Easter.

Shiffrin Joins Art Guild

NEW YORK—Louis K. Sher, president, Art Theatre Guild, announced that Saul Shiffrin had joined the organization as vice-president.

ATTENTION MANAGERS!

Please check your shows no later than 10:00 A.M. on Saturdays, Sundays and holidays.

As you know, the exchanges' shipping room closes at noon on these days.

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Martin Winners Named

COLUMBUS, GA.—Officials of Martin Theatres, operating in Georgia, Florida, Alabama, Kentucky, and Tennessee, announced the winners of an eight-week contest tagged "Martin Brothers Appreciation Contest," covering the period between April 9 and June 3. The judging was based primarily on the percentage increase over the same period last year in boxoffice receipts.

Winners included first prize, $1250, Merl Hallford, Bel-Air Drive In, Calhoun, Ga.; second, $1000, Buren Eidson, Georgia Drive-In, Marietta, Ga.; third, $750, Chester Morris, Crescent Drive-In, Nashville, Tenn.; fourth, $600, Lloyd Reddish, Strand, Marietta, Ga. fifth, $500, Bill Blane, Ritz, Valdosta, Ga.; sixth, $400, R. R. Hixon, Bremen, Breman, Ga.; seventh, $300, Bobby Griggers, Auburn-Opelika Drive-In, Auburn, Ala.; eighth, $200, Leonard Cook, Ritz, Greenville, Ala.

The next 10 winners each received $100: Ronnie Schwartz, Ritz, Alabama City, Ala.; Olin Lawson, Martin, Andalusia, Ala.; J. H. Johns, Canton, Canton, Ga.; Charles Morgan, Sunset Drive-In, Clarksville, Tenn.; A. L. Sweatt, Georgia, Columbus, Ga.; Charles Traylor, Martin, Dublin, Ga.; Nathan Morgan, Campus, Milledgeville, Ga.; Joe Tomlinson, Princess, Murfreesboro, Tenn.; George Kemp, Skyway Drive-In, Nashville, Tenn.; Jack Neeley, Martin, Panama City, Fla.

This contest is indicative of the showmanship efforts of the circuit, which has been adding to its theatre holdings considerably in recent weeks.

Martin Circuit Ups Hoover

COLUMBUS, GA.—James O. Hoover has been named assistant vice-president and placed on the board of directors of Martin Theatres, Inc., it was announced recently by officials of the company.

He joined the Martin organization in 1946 immediately after being separated from the Army with the rank of Captain.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVISECTION Indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO
VOL. 66, NO. 10
AUGUST 9, 1961

ALLIED ARTISTS

Armored Command (6109)

DRAMA
99M.

Allied Artists

ESTIMATE: Interesting war drama has angles.

CAST: Howard Keel, Tina Louise, Warner Anderson, Earl Holliman, Carleton Young, Burt Reynolds, James Dobson, Marty Ingels, Clem Harvey, Maurice Marsac, Thomas A. Ryan, Peter Capell, Charles Nolte. Written and produced by Ron W. Alcorn; directed by Byron Haskin.

STORY: Beautiful German spy Tina Louise is wounded intentionally by retreating German troops so that she can be picked up by Americans and learn their plans. The platoon headed by Sergeant Earl Holliman finds her and nurses her back to health in the house that serves as their headquarters. Hard bitten Colonel Howard Keel, despite intelligence reports to the contrary, is convinced the Germans are planning a counterattack in the area. Both Holliman and fellow soldier Burt Reynolds are attracted to Louise, who manages to send reports on the American troop movements to the Germans. Keel orders all troops to dig in and prepare for an attack although fellow officers warn him he is going against orders. Nazi agents distribute cognac to American troops, hoping to confuse them prior to the attack, but Keel puts a stop to this. Keel learns of Louise's actions and becomes suspicious. When the German attack comes, U.S. troops are able to stand them off until reinforcements arrive. Louise kills Reynolds and is killed in turn by Holliman. Keel is proven right, and his command survives.

X-RAY: Sincere performances lift this above the average war meller although the spy stuff is a little far fetched at times. Louise is a fetching Mata Hari, and Holliman and Keel also perform well. Some story threads are rather loosely developed, but the entry shapes up as a satisfactory addition to the program in general situations. War stories are popular, this should prove an okay addition to the list. The addition of romance and intrigue to the battle yarn provides another saleable dimension.

AD LINES: "A Woman's Weapons That Almost Turned The Tide Of Battle"; "The Fury Of Battle And The War That Could Be Lost In A Woman's Arms."

Dondi (6102)

COMEDY-DRAMA
100M.

Allied Artists

ESTIMATE: Fair programmer.

CAST: David Janssen, Patti Page, Walter Winchell, Mickey Shaughnessy, Robert Strauss, Arnold Stang, Louis Quinn, Gale Gordon, Dick Patterson, Susan Kelly, John Melfi, Bonnie Scott, William Wellman, Jr., and David Kory. Written and produced by Albert Zugsmith and Gus Edson; directed by Albert Zugsmith; associate producer, Robert Hill.

STORY: Christmas Eve on the Italian border finds a group of GI's at a weather outpost playing host to Italian orphan David Kory, whom private David Janssen finds huddled in the cold. They outfit him with a cut-down soldier's uniform and hide him out, giving him the name of Dondi. When the group, which also includes Arnold Stang and Robert Strauss, is shipped home, they are reluctant to leave Kory but realize it must be done. However, they find that he has stowed away on board the ship, and they successfully hide him until they dock. Once ashore, Kory gets separated from the group and wanders around town making friends. Meanwhile, Janssen and his girl friend, Patti Page, start the ball rolling to get Congress to pass a law permitting him to stay, with the help of Walter Winchell. Newspapers run a drawing of Kory, and he is picked up and detained by authorities until the Congress passes legislation permitting him to remain in the U.S. Janssen and Page plan on getting married and adopting Kory who is most happy at the outcome.

X-RAY: This entry, based on a popular comic strip character, is moderately entertaining, and the strip can be exploited to attract a better than average turnout. The story is fairly interesting, and performances, direction, and production are passable. Family audiences and youngsters will probably best appreciate the result, which is entirely too long, with a number of unnecessary sequences apparent. The "names" of some of the cast can certainly be used to advantage, and the film can come in handy as a supporting feature on the program. Miss Page sings a song based on the title.

AD LINES: "That Wonderful Comic Strip Come to the Big Screen"; "Fun For All Viewers From 8 to 80."

AMERICAN-INT.

The Pit And The Pendulum

DRAMA
85M

American-International
(Color)
(CinemaScope)

ESTIMATE: Well-made horror drama.

CAST: Vincent Price, John Kerr, Barbara Steele, Luana Anders, Anthony Carbone, Patrick Westwood, Lynne Bernay. Executive producers, James H. Nicholson and Samuel Z. Arkoff; produced and directed by Roger Corman.

STORY: John Kerr arrives at the castle in Spain of Vincent Price and Price's sister, Luana Anders, to learn more about the death of his own sister, Barbara Steele, who was married to Price. The latter informs Kerr that Steele died of a blood disease and her casket was entombed behind a brick wall in the castle's lower depths next to an ancient torture chamber. Kerr refuses to accept the explanation and the arrival of Dr. Anthony Carbone, family friend and Steele's physician, brings out the cause of death as fright. Steele died in the torture chamber. Anders explains to Kerr that during Price's childhood he entered the forbidden torture chamber and from a hiding place he saw his father kill his mother and his uncle because they had committed adultery. Price is driven to distraction by noises and sounds that make him believe that Steele's spirit walks the castle. Carbone finally agrees to exhumation of the body, and when the casket is opened, it contains a skeleton seemingly struggling to get out. More nightmares lead Price to the torture chamber where it is revealed that Steele is alive and that she and Carbone have been lovers, hoping to get Price's money when he is driven mad or to suicide. Price's mind does snap and he thinks he is his father. He attempts to kill the pair. Carbone falls to his death in the pit while Price imprisons Steele in an iron torture box. When Kerr shows up, Price lashes him to a table beneath a razor sharp pendulum which he sets into motion. Anders and a servant break in in time to save Kerr and Price stumbles to his death. Steele is left to die in the tomb by the others who do not know she is alive.

X-RAY: Horror, drama, and suspense have once again been served in generous portions, embellished and enhanced by the use of color which also serves as a good device to emphasize the mood of terror as well as for recollection and flashback in portions of the story. The script by Richard Matheson based on the Edgar Allen Poe classic holds interest all the way, and it's made all the more acceptable by the expert performances of the cast, especially that of Price, and by the quality direction and production of Roger Corman. The horror created is not for the very young, and even some adults will find the on-screen happenings overly-gripping. With a proper campaign to back it, the film should do quite well in its category.

AD LINES: "The Screen Screams With Terror And Horror"; "One of Edgar Allen Poe's Most Famous Classics Brought To The Screen In Gripping Terror."

COLUMBIA

Loss Of Innocence

DRAMA
99M

Columbia
(English-made)
(Eastman Color)

ESTIMATE: Interesting adult drama.

CAST: Kenneth More, Danielle Darrieux, Susannah York, Claude Nollier, Jane Asher, Elizabeth Dear, Richard Williams, David Saire, Raymond Gerome, Maurice Denham. Produced by Victor Saville; directed by Lewis Gilbert.

STORY: What should be an enjoyable holiday for a British family of youngsters and their mother on a holiday in the champagne country of France becomes a period of turmoil and anxiety when the mother is taken ill en route and rushed to a hospital. The 16-year-old Susannah York, is left in charge to look after 13-year-old Jane Asher, 10-year-old Richard Williams, and seven-year-old Elizabeth Dear. The hotel receptionist, Claude Nollier, refuses to honor their invitation without their mother. As they are about to depart, Englishman Kenneth More and hotel owner Danielle Darrieux, his mistress, let them stay. There is an air of mystery about More, with even Darrieux ignorant of what he does on his frequent trips

away. York is indisposed for several days and More gets to know the other youngsters well. When York does appear, More is impressed with her figure and beauty, and Darrieux is jealous. On one of their outings together, More shies from a group of visitors and forbids picture-taking, although Asher does get a photo of him. He introduces the children to champagne, and both Asher and York fall in love with him. York becomes drunk with the young porter, David Saire, when More goes off with Darrieux, but Asher protects her from Saire's advances. The next morning, York, still angry, sends More's photo to the police. At night after a party, Saire invades York's room with intent to rape her, but her struggles attract More's attention. The boy tries to escape out the window, falling to his death. She confesses that she sent the photo to the police, and More decides he had better leave. He asks her not to make a fuss or volunteer any information. He bids her goodbye, kissing her as he would an adult with the parting thought that she has grown into a woman. When the police arrive and label More a thief, they get no help from the children, but More's kindness is his undoing for the youngsters' uncle arrives in answer to a telegram from More asking him to come care for them. The police are seeemingly able to trace him from that point on.

X-RAY: This seems like the kind of film that can play regular houses as well as the art theatres, for there is enough flavor and story to prove attractive in both situations. Four youngsters are suddenly forced into shifting for themselves in a foreign land, with only the help of an understanding stranger, and during this period a teenager becomes a woman, all of which makes for interesting film fare. There is a charm about the entry that is a plus-factor, while the surrounding country side in color is indeed enchanting. The acting is good, and the direction and production are capable. While the length is a bit excessive, interest is adequately mainmained. The screenplay is by Howard Koch based on the novel by Rumer Godden.

TIPS ON BIDDING: Program rates.

AD LINES: "She Became A Woman In The Span of a Short Summer"; "When The Affair Was Over . . . She Was a Woman."

Scream Of Fear

MELODRAMA
81M.

Columbia
(English-made)

ESTIMATE: Good suspense entry.

CAST: Susan Strasberg, Ronald Lewis, Ann Todd, Christopher Lee, John Serret, Leonard Sachs, Anne Blake, Fred Johnson. Written and produced by Jimmy Sangster; directed by Seth Holt.

STORY: Susan Strasberg arrives at the French Riviera villa of her father, Fred Johnson. She is paralyzed by a fall from a horse, and confined to a wheel chair. She hasn't seen her father in 10 years since he divorced her mother, who has since died. She is greeted by her father's young and handsome chauffeur, Ronald Lewis, who informs her that her father went off on a business trip. At the house, she is greeted by her stepmother, Ann Todd, whom she has never met before. A frequent visitor is young Dr. Christopher Lee, her father's physician and friend. Strasberg is subjected to several trying experiences wherein she thinks she sees the dead body of her father, but when she summons help, the body is not to be found. She and Lewis figure that Todd and Lee are trying to drive her out of her mind so Todd would inherit the family fortune. They finally locate the hiding place of the body, and Lewis and Strasberg drive for the nearest police station. He stops the car near the edge of a cliff and goes to talk to Todd. The car rolls over the cliff with the body of her father in the front seat. It becomes obvious that Lewis and Todd have planned the whole thing. They wait for the discovery the next morning which was to show that the father and daughter went for a drive together and accidentally wandered over the cliff. The body of the father is found but not that of the girl. Strasberg shows up and shocks Todd with the story that she was really the daughter's companion and friend and that the real daughter committed suicide despondent over her paralysis. Strasberg and Lee concocted the scheme to see what Todd was up to. Lewis accidentally kills Todd as the police close in and take him into custody.

X-RAY: Containing much suspense and mystery, this entry starts out at a simple and smooth pace and accelerates speedily to where the atmosphere is loaded with angles that should keep audiences well on edge and interested throughout. The ending or climax is a bit involved but everything seems to come out okay. The acting is good, as are the direction and production, and it should do well as part of the show. A campaign pushing the suspense angle can help put the film across.

AD LINES: "A Thrilling Adventure In Suspense"; "A Murder Is Calculated To Drive A Young Girl Out Of Her Mind."

MGM

The Secret Of Monte Cristo (121)

MELODRAMA
80M.

MGM
(Eastman Color)
(Dyaliscope)
(Made in Italy)

ESTIMATE: Swashbuckler for the program.

CAST: Rory Calhoun, John Gregson, Patricia Bredin, Peter Arne, Gianna Maria Canale, Ian Hunter, Sam Kydd, David Davies, Francis Matthews, Endre Muller, Tutte Lemkow, Tony Thawnton, C. Denier Warren, George Street, Michael Balfour, Walter Randall, John Sullivan, Bill Cummings, Derek Prentice. Produced, directed, and photographed by Robert S. Baker and Monty Berman.

STORY: Adventurer Rory Calhoun swears to protect Patricia Bredin after her father, Ian Hunter, is killed. They embark on a treasure hunt with others who hold parts of a map. Bandit John Gregson controls the island on which the treasure is located, and he and Calhoun admire one another's courage. When Peter Arne, one of the hunters, attempts to keep the treasure for himself and kidnaps Bredin, Calhoun and Gregson rescue her. The treasure is lost forever in the sea, but Calhoun and Bredin have found romance.

X-RAY: This swashbuckler covers a lack of character and plot development with bushels of swordplay, fighting, and other action. Those less discriminating patrons who like westerns, which is what this really is despite the costumes, should be satisfied and it could fill out the program in general situations. The color photography is an assist, and as long as the swords keep flashing, things move at a satisfactory pace. Production, direction, and performances are passable, with John Gregson contributing the best job as the bandit leader. The feats of heroism in hand to hand combat as one or two men battle an army are unbelieveable but should please the kids. Screenplay by Leon Griffiths.

TIP ON BIDDING: Program rates.

AD LINES: "Four Fragments Of Parchment That Held Love And Hate . . . Treasure And Terror"; "He Followed A Mystery Map To Treachery On A Treasure Island."

Magic Boy (107)

CARTOON
75M.

MGM
(Magicolor)
(Japanese-made) (English dialogue)

ESTIMATE: Colorful Japanese cartoon should appeal to youngsters.

CREDITS: A Toei Production.

STORY: A young Japanese boy lives in a village with his animal friends and his sister. The area is terrorized by bandits who do the bidding of an evil enchantress. The boy takes lessons in magic from a learned hermit and when he is ready challenges the witch. His magic proves stronger and the village is freed. There is even a dashing prince for his sister to marry.

X-RAY: This Japanese-made cartoon is filled with delightful effects that should keep the kids happy. Color is excellent and animation is also fine, with the magical stunts well portrayed. Designed for the kids, of course, it should find its mark if exhibitors can get the message of its appeal across. The animal characters also provide their share of fun. Cartoons without the Disney name and sales power sometimes have rough going, but this one the kids should enjoy.

TIP ON BIDDING: Program rates.

AD LINES: "Sheer Enchantment For All The Family In A World Full Of Miracles"; "He Hurls Thunderbolts With The Speed Of Light And Shoots Shooting Stars As He Fights A Man's Battles With A Boy's Magic."

20th-FOX

Marines, Let's Go

COMEDY
104M.

20th-Fox
(CinemaScope)
(Color by DeLuxe)

ESTIMATE: Mediocre war comedy.

CAST: Tom Tryon, David Hedison, Tom Reese, Linda Hutchins, William Tyler, Barbara Stuart, David Brandon, Steve Baylor, Peter Miller, Adoree Evans, Hideo Inamura, Vince Williams. Produced and directed by Raoul Walsh.

STORY: A platoon of Marines under Sgt. Peter Miller performs heroically in Korea and receives a furlough to Japan. Included are Tom Reese, courageous in battle but always in trouble at civilian pursuits; Tom Tryon, a shrewd operator; David Hedison, Boston aristocrat in love with a Korean girl; and David Brandon, bashful Texan. They get accommodations at a swank Japanese hotel as Tryon convinces the management he is on a secret mission. Reese is to be decorated and promoted, and Tryon tries to get him into trouble so that his transfer from the platoon will be rescinded. This proves easy enough as the boys get into several scrapes with Japanese girls and civilian authorities as well as with the Military Police. Brandon searches for and finds Linda Hutchins, a girl from his home town whom he loved, but life in a Japanese prison camp has turned her into a high priced prostitute. Disillusioned, Brandon walks out on her. The boys turn Tokyo upside down in their search for fun and frolic and Reese's promotion is killed. Back at the Korea front line, Reese is killed in battle after an act of special heroism, and Hedison proves his worth to his companions in battle.

X-RAY: This is a strange melange of war action and furlough hi-jinks that fails to hold together. Some of the situations are in bad taste as American Marines are pictured in an extremely bad light at all pursuits other than war. Perhaps the film's greatest drawback is excessive length, with certain situations drawn out more than they deserve. For the undiscriminating, who will be satisfied by the war scenes and amused as the Marines battle and romance in turn, it could prove an adequate addition to the program. All in all, however, it will disappoint. Screenplay is by John Twist, based on a story by Walsh, who should know better.

TIP ON BIDDING: Fair program rates.

AD LINES: "There's No Limit To The Off-Limits Fun Those Fightin', Lovin' Leathernecks Take Off On A Furlough For Girls, Girls, Girls"; "Laugh It Up, Live It Up, Love It Up . . . Like There's No Tomorrow."

The Racers

MELODRAMA
112M.

20th Century-Fox
(Reissue)
(CinemaScope) (Deluxe Color)

ESTIMATE: Entertaining auto racing entry.

CAST: Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero, Lee J. Cobb, Katy

Jurado, Charles Goldner, John Hudson, George Dolenz, Agnes Laury, John Wengraf. Produced by Julian Blaustein; directed by Henry Hathaway.

For complete review please refer to page 3916, of Feb. 9, 1955

UNIVERSAL

The Shakedown (6105)

MELODRAMA
91M.

U-I
(British-made)

ESTIMATE: Lower half meller.

CAST: Terence Morgan, Hazel Court, Donald Pleasance, Bill Owen, Robert Beatty, Harry H. Corbett, Gene Anderson, John Salew. Produced by Norman Williams; directed by John Lemont.

STORY: When racketeer Terence Morgan ends a jail term, he is told that it would be foolhardy to try to recapture the prostitution racket that he once had. Harry Corbett, who took over from him, passes the word that no one is to help him. Meeting broken-down photographer Donald Pleasance, Morgan sees a chance to start operating again, this time with a portrait studio and a model school. By day it's a respectable busines, while by night amateur photographers pay for the chance of photographing or just pretending to photograph scantily-clad models. The unsuspecting would be encouraged to go further and photographed in compromising positions which would then lead to blackmail or the shakedown. Morgan relieves Corbett's men of collection money, using this to start his business. Hazel Court joins the model school. One of the unlucky dupes of the blackmail racket is bank manager John Salew, who grows desparate when Morgan demands more and more money. Court, it turns out, is a policewoman assigned to investigate Morgan and his racket by inspector Robert Beatty. She is recognized by one of Morgan's acquaintances and unveiled. Before he can do anything, she signals for other police to break in. They find that Salew has shot Morgan.

X-RAY: This entry has its moments of interest and intrigue and should do okay in the supporting slot of the program. The cast, direction, and production are adequate, and there are some exploitable angles that can be worked in the selling. The story and screenplay are by Jean Vance and John Lemont.

AD LINES: "Photographic Racket Exposed"; "The Most Enticing And Exciting Blackmail Trap Of All."

MISCELLANEOUS

After Mein Kampf

DOCUMENTARY
74M.

Joseph Brenner

ESTIMATE: Semi-documentary on Hitler and associates has angles and interest.

CREDITS: Narrated by Jonathan Farwell; produced by Joseph Brenner; written and directed by Ralph Porter.

STORY: Shown here is Hitler's rise to power, the methods he used to build the Nazi machine, and some of the atrocities visited upon its victims. Seen are the birth of the Nazis, the Hindenberg era, the party purges and some of the murders within it, the invasion of some of the countries around Germany, the license given the German soldier to do as he pleases in the occupied countries, the experiments with prisoners including revival of frozen victims via the use of the body heat of brothel girls, and the uncovering of the atrocity camps after the Allies have beaten the Germans. The question is also raised as to whether or not Hitler could be alive.

X-RAY: Using documentary footage for the most part as well as some extra added dramatized sequences to heighten the effects of the Nazi war machine, the entry has much that is interesting and also some footage that has been seen before. It has been put together in capable fashion, and where a second half feature is indicated, this could suffice. It can also be exploited in those specialty houses where this kind of film will find acceptance.

AD LINES: "Torn From The Headlines That Made History"; "The Truth Behind The Hitler War Machine."

Shangri-La

NOVELTY
62M.

Joseph Brenner
(Color)

ESTIMATE: Ordinary nudist stuff for exploitation spots. No credits available.

STORY: The keeper of a gorilla in the zoo tells his friend about his last year's vacation experience, when he followed several girls into a nudist camp, where he spied upon their activities and charms, finally being sold on the nudist way of life and joining a Florida group. The friend is sold on the idea and with clothing discarded is on his way, while the keeper tells the gorilla, who is in love with him, that he wouldn't leave her again for anything.

X-RAY: This cheaply made nudist opus can boast little other than a lot of bare shots of a quartet of models engaging in the usual outdoor activities sans clothing. This footage, taking up about half of the time, is well photographed in color, but the rest is just padding and for the most part, especially to the type of audience this will attract, a waste of time. The comedian in the lead role is of the night club or burlesque type, and although he keeps trying, he is rewarded with long stretches of silence for his efforts. In fact, most of the alleged comedy is stale, forced and pretty sad. We doubt that this attempt to sell nudism, if that is the film's purpose, will do anything for the movement. Lofty ideals are rather besmirched by the sarcastic angles stressed. It will do, however, in the fast buck, exploitation spots, and the moron audiences will not be disappointed very much. In censor-free locations this should make a buck, if you don't care how you make it.

AD LINES: "A Nudist Story That's Different"; "Join The Uninhibited And The Unashamed At A Rare Film Treat You'll Never Forget."

FOREIGN

The Joker

COMEDY
86M.

Lopert
(French-made)
(English titles)

ESTIMATE: Fairly amusing bedroom farce for art spots.

CAST: Anouk Aimee, Jean-Pierre Cassel, Genevieve Cluny, Anne Tonietti, Palau, Georges Wilson, Francois Maistre. Directed by Philippe deBroca, executive producer, Roland Nonin.

STORY: Jean-Pierre Cassel leaves a lady's bedroom one step ahead of her husband and escapes across the rooftops of Paris, dropping by chance into the garden of Anouk Aimee. Impressed with her beauty, he promises to return despite the fact that she is married. He goes home to an odd-ball collection which includes an old uncle, a brother, the latter's wife who was Cassel's first wife, a maid, and two of his illegitimate children. He decides he is through philandering and will get Aimee to marry him. She is not impressed by his campaign until she becomes bored with her husband and his business transactions. She finally agrees to take him as a lover. The experience disappoints Cassel since she starts to complain of the surroundings of the modest inn where they have taken refuge. Going to seek more comfortable rooms, he is sidetracked by a provocative and understanding kitchen maid, and all his good intentions go down the drain.

X-RAY: If this entry is indicative, then it cannot be said that the French can get to the heart of a matter or a comedy quickly. Too much time is taken in the telling of the off-beat yarn with the result that much of the biting satire and amusement is wasted in the mood-setting. There are a number of cute and amusing scenes, acting is adequate, and direction and production are capable. If it strikes the fancy of art house attendees, it could be alright. The lightness in mood and story are a change of pace from some of the titled imports that have been released here, and this is a point in its favor. The screenplay is by Philippe deBroca and Daniel Boulanger.

AD LINES: "He Had A Way With The Women That Was Envied By Men Everywhere"; "Amour, Amour, And More Amour Was His Aim In Life."

Secrets Of Women

COMEDY DRAMA
114M.

Janus
(Swedish-Made)
(English titles)

ESTIMATE: Entertaining and sexy Ingmar Bergman import.

CAST: Anita Bjork, Karl Arne Holmsten, Jarl Kulle, Maj-Britt Nilsson, Birger Malmsten, Eve Dahlbeck, Gunnar Bjornstrand, Gerd Andersson, Bjorn Bjelvestam. Written and directed by Ingmar Bargman, produced by Svenk Filmindustri.

STORY: In a country house where they are to spend their vacation, four sisters-in-law are awaiting the arrival of their husbands for the weekend. To pass the time, they recall moments of their past. Anita Bjork, after a fleeting adventure with childhood friend Jarl Kulle, convinces her that she is suited neither for adultery nor romantic love. While she no longer loves her husband, Karl Arne, still she remains with him because he is completely dependent on her, which proves some consolation. Maj-Britt Nilsson fell in love with painter Birger Malmsten while in Paris, and when he is forced into returning home and joining his brothers in business, she keeps secret the fact that she is pregnant. When he learns of it, he tries to get her to marry him, but she is reluctant, finally agreeing. Eva Dahlbeck is married to Gunnar Bjornstrand, head of the firm, who likes to dabble with other women. Returning from a party, they are stuck in their elevator between floors for the night and get to know each other for the first time in a long while, with the future seemingly rosier than ever. How long their good intentions will remain in effect is another matter. Nilsson's younger sister, Gerd Andersson, after listening to the stories, agrees to run away with the boy she loves.

X-RAY: Considerably lighter than some of Ingmar Bergman's other efforts, this entry is interesting and entertaining for the most part with the different tales providing pleasant changes of pace. Some are stronger than others. Art house attendees and fans of Bergman should be pleased by the overall result, with its good acting and efficient direction and production.

AD LINES: "Another Hit From Ingmar Bergman"; "When Women Tell All . . . The Result is Entertaining."

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NUMBER B18
For The Kiddies
THEATRE: **Bala,**
ADDRESS: **Bala-Cynwyd, Pa.**
MANAGER: **Robert H. Anderson**

Listed below are the motion pictures seen by the children at our Saturday matinees during the past fall, winter and spring season. They are listed according to their popularity at the boxoffice.

As you can see, we tried to please both the children and their parents and considered it a very successful season. The listing may be of help to others in future appraisal of Saturday matinee fare.

1. 101 DALMATIANS (Walt Disney Cartoon feature.)
2. GORGO (Top grade science-fiction entry.)
3. THE SWISS FAMILY ROBINSON (Disney version of the classic.)
4. THE ALAMO (Historical western with John Wayne.)
5. POLLYANNA (Disney version of the classic.)
6. HAND IN HAND (English made story of religious understanding.)
7. JOURNEY TO THE CENTER OF THE EARTH (The Jules Verne classic.)
8. THE BATTLE IN OUTER SPACE (Japanese version of the space-age.)
9. ATTACK OF THE PUPPET PEOPLE (Interesting science-fiction idea.)
10. CARTOON CARNIVAL (20 assorted cartoon short subjects.)
11. ABBOTT & COSTELLO MEET JACK AND THE BEANSTALK
12. ABBOTT & COSTELLO MEET THE KEYSTONE COPS
13. TARZAN'S GREATEST ADVENTURE
14. TOM THUMB (Musical version of the children's classic.)
15. TARZAN'S FIGHT FOR LIFE
16. THE 7TH VOYAGE OF SINBAD (Sea adventure based on Sinbad The Sailor.)
17. THE BEST OF WALT DISNEY (Assorted live and cartoon short subjects.)
18. WHEN COMEDY WAS KING (Silent-picture slapstick comedy.)
19. YELLOWSTONE KELLEY (Interesting Australian 'western'.)
20. STOP LOOK AND LAFF (The Three Stooges.)
21. THE THREE WORLDS OF GULLIVER (Adventures based on Gulliver's Travels.)
22. CIMARRON (Edna Ferber's historical western.)
23. PRINCE VALIANT (A tale of King Arthur's Round Table.)
24. ALIAS JESSE JAMES (Bob Hope's hilarious version of the famous out-law.)
25. TARZAN THE MAGNIFICENT
26. HAVE ROCKET WILL TRAVEL (The Three Stooges enter the space age.)
27. LITTLE RASCALS VARIETIES (Musical revue with the Our Gang Kids.)
28. THE MERRY ANDREW (Danny Kaye as an Italian circus clown.)
29. THE ADVENTURES OF ROBIN HOOD
30. TREASURE OF BENGAL (Adventure in India with Sabu the Elephant Boy.)



Students from the Bergman Art School sketched patrons and passers-by at the sidewalk cafe that marked the opening of Warners' "Fanny" at the Centre, Denver, Colo.

31. DAVEY CROCKETT
32. THE HAPPY ROAD (Gay little story about two French children.)
33. MY DOG BUDDY (Lassie-type adventures of a boy and his dog.)

G | STUNTS-BALLY

NUMBER G33
How Are You Fixed For Blades
THEATRE: **Ritz,**
ADDRESS: **Leyton, London, England**
MANAGER: **Nat Matthews**

Playing Hal Chester's "His and Hers", I ran a unique contest in connection with Remmington Shavers. I persuaded a well known local character, and completely disabled pensioner, 'Noby' Clark, to grow a three weeks' beard and staged a contest in which entrants judged how long it would take him to shave it off on the Ritz stage with a Remmington Shaver. There was an entrance fee of six pence which was donated to the British Legion and some $15.00 was raised.

The Mayor of Leyton attended the shaving and presented the shavers to the two contestants who guessed nearest to the 2 minutes 44 seconds which the shave took. A Remmington was also presented to Nobby Clark. An excellent pictorial and editorial coverage resulted in the press.

I played up the his and hers angle with the male and female electric shavers and used the material provided by Remmingtons to the full. In particular this was used around the bridge entrance which carries the circle patrons over the entrance to the stalls. This occupied some 25' x 25' x 3'. Dominating the display was a large cut out of the shaver and many smaller models.

The contest was further backed by nine window displays in leading local stores.

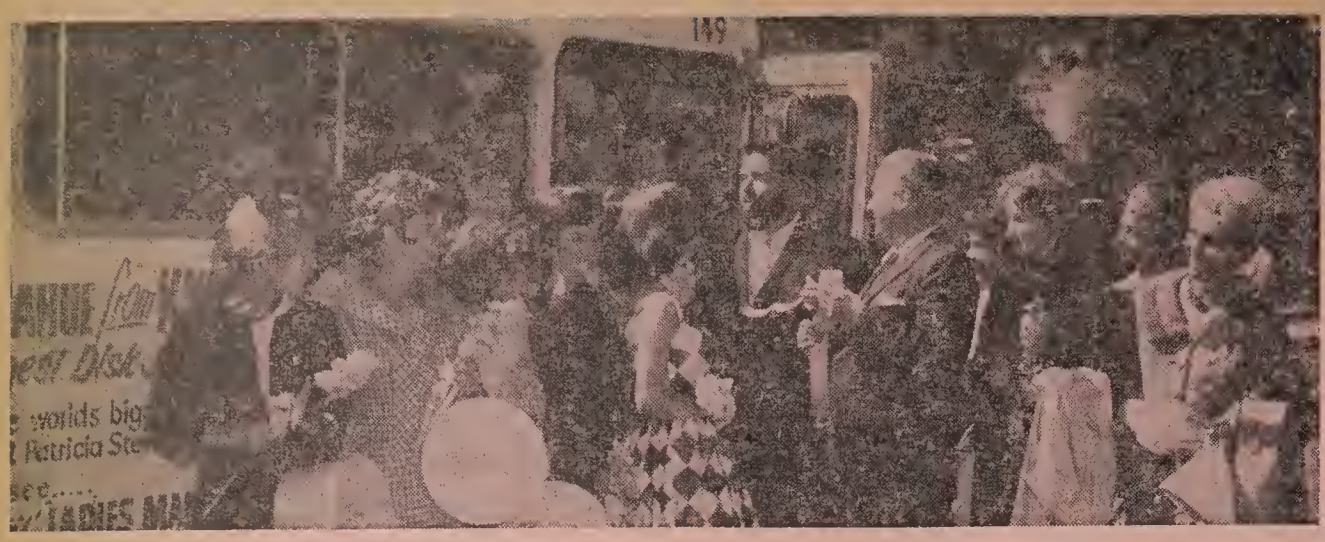
NUMBER G34
Added Attraction For Drive-Ins
THEATRE: **Skyview Drive-In,**
ADDRESS: **Brockton, Mass.**
MANAGER: **Harold Gleken**

We were definitely interested in the family trade therefore we embarked on a promotion that we were convinced created considerable interest.

In addition to our movie program we booked wrestling for a period of three weeks. The first week, men; the following week, lady wrestlers; and the third week, midgets.



For the Los Angeles opening of "Mary Had A Little" United Artists conducted a little beauty contest at the Sun Club of the Ambassador Hotel. Twelve lovelies paraded about the pool competing for the prize—a little trophy awarded to a little 5 feet 4 inch model.



Tom Donahue, 400 lb. KYA disc jockey, recently wound up with the "world's largest date," 32 entrants in the "1961 Young Model Of The Year" contest which the Patricia Stevens School is sponsoring in cooperation with Paramount's "The Ladies Man". Earl Long, managing director, is counting off admission tickets for the group as they arrived at the Paramount, San Francisco

Extra space was secured in the newspapers with the sports editors contacted and giving writeups about the wrestlers for free. On our p.a. system we plugged the in pereson novelty for a week.

A regulation ring was set up in front of our snack bar, and the wrestling started at 7.45 P.M., an hour before showtime. Our snack bar actually had two intermissions.

The patrons were worked up to a frenzy of excitement when the bouts were on; and the added 'punch' really had our patrons talking.

We found this a good promotion; and believe if it is not milked too long it will prove a good promotion for any drive-in.

NUMBER G35

Are Artists 'Misfits'?

THEATRE: Gaumont
ADDRESS: Norwich, England
MANAGER: P. C. Amerena

The first screening of "The Misfits" in the U.K. gave me an excellent tag on which to hang my campaign. First I gave a press show which was followed by a reception and extended my invitations to 150 local dignitaries, celebrities and personalities. Photographers also attended and an excellent coverage resulted.

Anglia TV impressed with the "first time tag" included a five minute clip from the film in the program "About Anglia" which is seen by at least 2,000,000 viewers at a peak period and give full credits to the Gaumont.

Extra poster space was taken by the distributors and all displays were slipped with "Prior to London Release" and "First showing in this country." Throwaways were distributed with the morning papers in one district and by a milkman in another. A number of window displays rounded off this part of the campaign.

On the same program I played the 'Look At Life' reel, "Art is a Business" and staged a foyer art show which even made the national press including The Times. I gave space to David Rand, a 24 year old former student at the Norwich Art School and the Royal College of Art, who specializes in abstracts, executed on hardboard with a variety of implements including blowlamps and garden tools, and textiles.

First I invited Bulgarian born Dimitri Kratschoff, an artist friend of Annigoni, who lives some twenty miles away to open the exhibition, but he walked out of the exhibition having taken one look at the abstracts. This received wide press coverage. The Eastern Evening News plugged the walkout on 230 contents bills. I got another East Anglian painter, Michael Andrews to perform the ceremony. The exhibition was excellently received—even the national serious weekly Time and Tide wrote "The Gaumont Cinema, Norwich, were wise to put on the exhibition."

Mr. Rand is now receiving correspondence from all over the country and has been promised a spot on Anglia TV when the exhibition will be discussed. I have been assured that the Gaumont will be plugged and thanked for helping a young artist who has not had a chance from the formal galleries. I am happy to add that all his works have been sold.

THE NEW 1961 "Showman-of-the-Year" CONTEST

Each individual achievement, selected by the Editorial Board and published in this every-second-week EXPLOITATION Section of MOTION PICTURE EXHIBITOR, will receive an Achievement Citation. Five by the same showman published in any one year will receive a SILVER Achievement Citation, And, should any showman ever accomplish ten in the same year. a GOLD Achievement Citation will be awarded. No weekly or monthly prizes will accompany such citations.

At each year's end, all such published achievements will be submitted to a Board of Judges for their individual study and their personal choice of the BEST THREE. A minimum of

$30000 IN PRIZES

will be awarded to the three "SHOWMEN-OF-THE-YEAR" so selected. Alert showmen, interested in the international distinction to be gained from such awards, will recognize that an advantage lies in winning repeated individual published achievements. Address all submissions and photographs to: GEORGE F. NONAMAKER, Feature Editor, MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.

NSS Display Sells Special Spook Shows

NEW YORK—Availability of a colorful new 40 x 60, for advertising "SPOOK SHOWS," was announced. The new silkscreen processed display has been prepared in five brilliant colors, and is available at all NSS offices, at $3.50 each. Artwork shows "Mama" and "Papa" Skeleton, with a Baby Ghost against colorful characteristic background, with a panel provided for "sniping" titles of attractions comprising the Spook Show. Success of exhibitors with Spook Show combinations inspired the new display item.

Bonus Ticket Plan Boosts Pathe Film

Los Angeles — A unique bonus ticket promotion devised by Pathe-America Distributing Co., Inc., is providing a bix-office bonanza for exhibitors showing "The Deadly Companions," it was revealed today by Budd Rogers, president.

Many exhibitors have taken the time to write letters endorsing the plan which was first unveiled in the "pressbook" of the film.

The bonus ticket, given to patrons leaving the theatre, during the engagement preceding "The Deadly Companions," is redeemable with any of the following options:

(1) A loge seat for the price of a general admission.

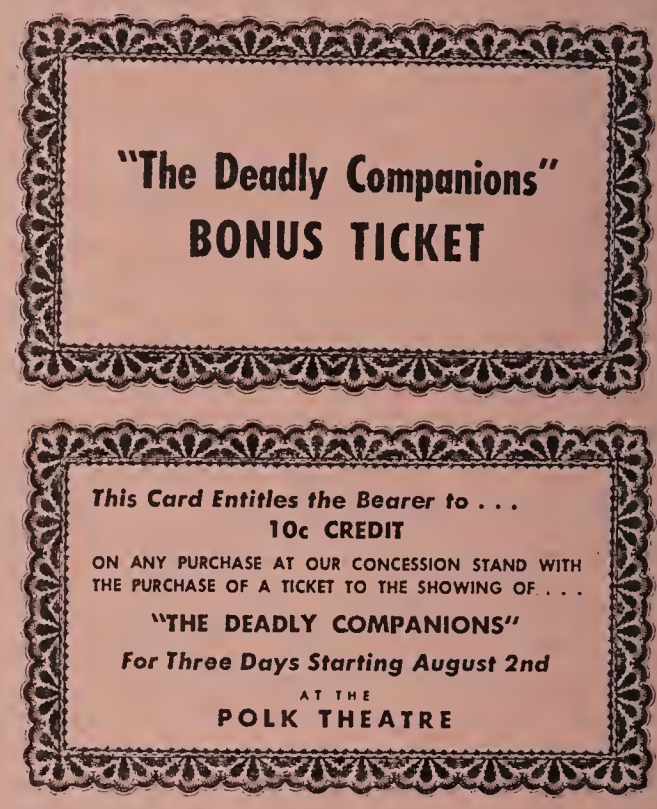
(2) A free box of popcorn.

(3) Any 10¢ item at the confection counter

(4) Or any other bonus the exhibitor may wish to offer.

A typical exhibitor experience was described by Ed Stokes, Jr., manager, Starlite Drive-In Theatre, Fresno, California:

"I am very happy to report that 'The Deadly Companions' Bonus Ticket Promotion was very successful.



"I contacted a large drug chain, and a big super market near the theatre, to distribute the bonus tickets. They were more than happy to do so. They even cooperated on a window display. I also gave a limited amount to patrons of our other three Drive-In Theatres in town. None were given out at this theatre as I felt we would be giving a discount to those that would normally attend anyway.

"I wanted some new business, and I got it. We received over 500 of the discount tickets which was a wonderful response. This was extra revenue and at 90¢ a ticket meant plenty. Regular price is $1.10.

"I would like to personally thank you for your help on making our run of 'Deadly Companions' a success. More cooperation between the distributor and exhibitor is what this industry needs, and I am happy to see Pathe-America willing to co-operate."

Tickets are supplied free by Pathe-America Distributing Co., Inc. On one side of each ticket is printed: "THE DEADLY COMPANIONS" BONUS TICKET. On the other side is printed: "This card entitles the bearer to (exhibitors' bonus options) with the purchase of a ticket to the showing of THE DEADLY COMPANIONS at the (Name of Theatre) starting (date).







Public Appearance For Giant Turtle



To BALLYHOO the recent opening of 20th-Fox's "Voyage To The Bottom Of The Sea" at the Paramount, New York City, a tremendous, oversized turtle, three feet in diameter, was flown in by jet from Key West, Fla., and used as the basis for a weight guessing contest.

A large scale was placed on a flat-bed, motorized float, with the turtle on the scale. Sign explains the contest and calls attention to the "how much does the turtle weigh" contest. The float toured Manhattan after the stunt in front of the theatre. The prizes were supplies of "Bon Vivant Turtle Soup." Lige Brien explained the contest while TV camera covered. Also on the float is Bob Shapiro, manager of the theatre; and a model in a skin diving outfit.

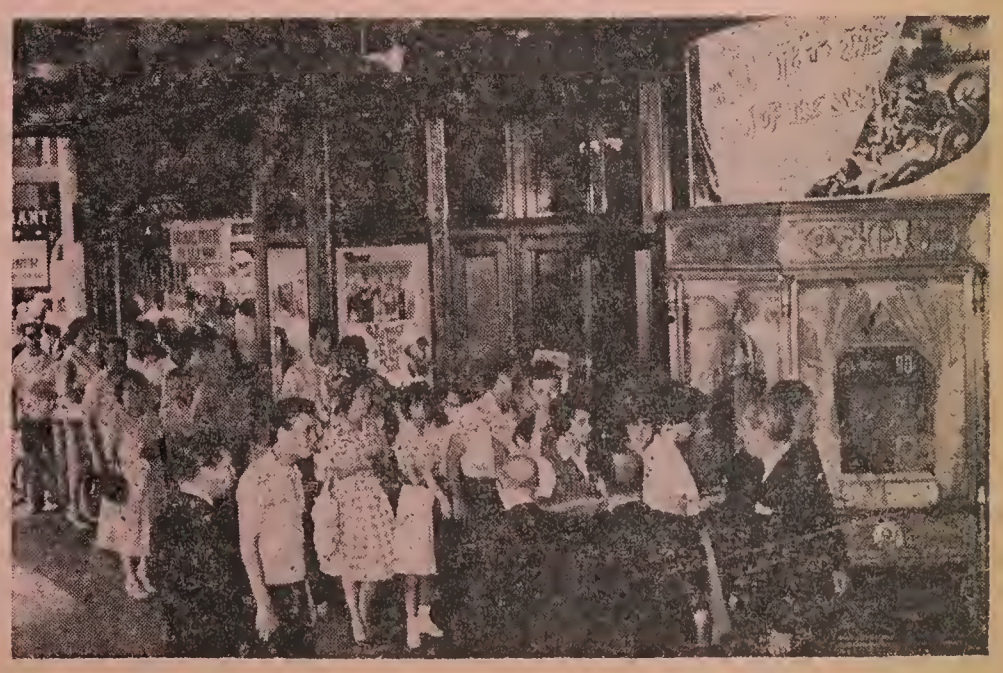
The float was fully decorated, carrying all credits for the film and the theatre. The plastic pool was 7½ feet in diameter, with water, so the big turtle would be free to swim around. The float pulled up to curbs so people could look in and actually see the turtle swimming.

The turtle was also used as a street ballyhoo. The model attired in a skin diving outfit with the turtle on a leash drew large crowds. Pedestrians were interviewed as to the weight of the turtle. This entire stunt was covered by television.

TV coverage of the street ballyhoo weight guessing contest, the float itself, and the crowd in front of the theatre was obtained by WNEW-Mike Wallace PM East Show.

A properly attired chef served exotic turtle soups in the lobby of the theatre for those attending the early performances. To the first 500 people in to see "Voyage" a free 35 cent edition of the Pyramid book was given; while the first 250 received free an additional bonus of the Chancellor Record, "Voyage".





COMPANY ASSISTS

MGM and the 50-store Food Giant grocery chain had an exploitation contest which was one of the key promotion campaigns for "The Honeymoon Machine." Running a week prior to the opening in 20 greater Los Angeles area openings, the Food Giant stores had huge simulated "machines" decorating store lobbies, and customers were invited to put their name and address on sales slips for a drawing for tickets to see the film at their neighborhood theatre. MGM provided all stores with special display art and the stores themselves provided signs detailing the contest. The stores also used extensive promotion of the contest in advertising in more than 130 area newspapers. MGM and theatres playing the picture made available 1,500 free tickets to contest winners. As a special added incentive for the gala opening of a new Food Giant market in Oxnard, customers there also could win four guided tours of the MGM studio, including lunch as the studio commissary. The promotion is part of the overall campaign which also includes tie-ups with record stores, automobile dealers, airplane streamers, and a heavy radio and TV spot schedule.

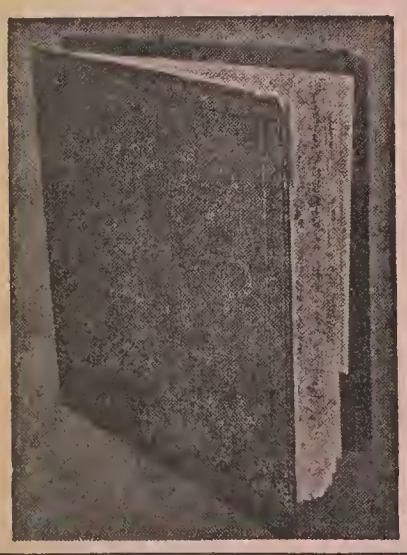
MORE THAN 300 theatres in the South and Southwest will participate in the giant saturation opening of "Teenage Millionaire," starring popular young vocalist Jimmy Clanton, starting with the world premiere of the United Artists release at Loew's State, New Orleans, on August 17, it was announced. Boasting a title and story that are being hailed by exhibitors everywhere as "naturals for exploitation," "Teenage Millionaire" will be launched with an all-out promotional campaign highlighted by personal appearances of the Louisiana-born teenage singing sensation. In addition to Clanton, the picture boasts several other musical artists whose record sales total in the millions. These stars, all highly popular with the younger set, include Jackie Wilson, Chubby Checker, Dion, Bill Black's Combo, Vicki Spencer, Jack Larson and Marv Johnson. As an added attraction, the 18 musical numbers in "Teenage Millionaire" are all presented in a special new process called Musicolor. The pictures three built-in promotion pegs — teenagers, wealth and music—are being intensively utilized, with tieups set with fan clubs, banks, department stores, record dealers, as well as with newspapers, radio and TV stations. A giveaway record of Jimmy Clanton singing the title song from "Teenage Millionaire" comprises a major facet of the merchandising campaign. Every teenager who buys a ticket to the film will receive one of these discs, with the initial order for the recording being one million copies. The "flip" side lists the film's credits, prominently listing all of the featured artists. The most popular exploitation gimmick to date is a "Teenage Millionaire Contest," held in every town in conjunction with newspapers, radio and television stations and department stores. In many instances, Clanton himself will announce the girl and boy winners from the theatre stage. The lucky youths get to "live as a teenage millionaire for a day.' In Dallas, for instance, KRLD-TV, the Times-Herald and Titche's Department Store are promoting the contest. In Houston, KTRK-TV, the Houston Chronicle and Battlestein's Department Store are tied in with the same attention-getting stunt. Tieups with disc jockeys and newspaper columnists catering to teenagers are also proving immensely successful. United Artists field exploitation men are finding exhibitors extremely enthusiastic about working on the picture. As Frank Henson, managing director of Loews' State, New Orleans, puts it, "We are emphasizing the gay, happy, upbeat side of 'Teenage Millionaire,' in which the members of our younger generation are overwhelmingly classified as good citizens whose problems and actions are appreciated and understood by adults."

SAVE THESE EXPLOITATION SECTIONS FOR A PERMANENT RECORD



The Hollywood Paramount inaugurated a special free taxi service from major hotels to theatre during the run of Warner's "Fanny". The 47-year-old taxi saw service in Paris during World War One. Driver is Joe Giometti and Frenchy hostess is Carrie Enwright.

SAVE... these EXPLOITATION sections!



Specially Numbered, Classified, Indexed and Punched for Filing, they will prove to be an encyclopedia of useable exploitation stunts.

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Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 North Broad St., Phila. 7, Pa. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

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POSITION WANTED: Experienced secretary-typist, Philadelphia booking and buying theatre circuit, desires Florida territory by late summer. Mod. salary req. Good references. **BOX B726, c/o M. P. EXHIBITOR, 317 N. Braad St., Phila. 7, Pa.**

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PROJECTIONIST AVAILABLE. 50 years old, married, sober, one child, 35 years experience. Would like a nice, steady job. **PERL BULLIS, 307 N. M St., Pacahantas, Iowa.** (89)

POSITION WANTED: Manager with 20 years experience. At present I rent and operate small theatre in small town on weekends only. Would manage on percentage or rent in larger town. Also would manage on salary. **BOX A82, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

POSITION WANTED: Projectionist, sign painter, display artist. 18 years experience. Married, honest, sober, reliable. Will locate anywhere. **Write BENNY NORTHAM, 2031 Texas St., Carlsbad, N. M.** (89)

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plus

Showmen's Trade Review

TO:

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Address .....

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☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

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☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

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ROGER VADIM, PRESENTS
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DARING IN MOTION PICTURE
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ELSA MARTINELLI
ANNETTE VADIM in

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Midnight madness beyond reason... beyond belief!

Sensational drama that faces the screaming curse of the supernatural!

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EXHIBITOR

Plus...

SHOWMEN'S TRADE REVIEW

Founded in 1933 by
CHARLES E. "Chick" LEWIS

AUGUST 16, 1961 | Volume 66 | Number 11

IN TWO SECTIONS • THIS IS SECTION ONE



Warners Clarifies Kiddie Show Rules

(See Page 9)

Physical Theatre-Extra Profits Dept.

Max Youngstein, UA vice-president, who is expected to move shortly to another industry affiliation, discusses this industry's problems and offers a few suggestions on our editorial page.

Exhibitor Tells "How I Would Sell" . . .

Showmanalysis—page 15



WHY THIS MOVIE W
TALK OF THE FAL

TIP-OFF!

"Picture of the Month"
—GOOD HOUSEKEEPING

"Picture of the Month"
—REDBOOK MAGAZINE

"Spotlight" —McCALLS MAGAZINE IN AUGUST AND OCTOBER

"Picture of the Month"
—SPECIAL MERIT AWARD, PARENTS' MAGAZINE

Associated Press
—JEAN SPRAIN WILSON NATIONALLY SYNDICATED ARTICLE

King Features
—ALICE HUGHES NATIONALLY SYNDICATED COLUMN, JULY AND AUGUST

"Bell-Ringer"
—"BEST PICTURE" IN SCHOLASTIC MAGAZINES

AND IT'S JUST THE BEGINNING!

EXTRA! NEW PRESS-TIME HONOR!

"Bridge to the Sun" has just been picked to represent the American Film Industry at this year's Venice Film Festival.

L BE THE
EASON!



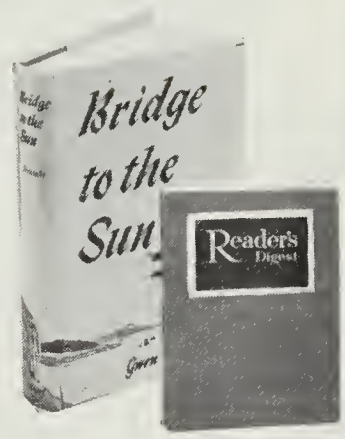
Metro-Goldwyn-Mayer presents

arroll Baker
in
Bridge to the Sun



O-STARRING
AMES SHIGETA with JAMES YAGI · EMI FLORENCE HIRSCH
RI ELIZABETH HERMANN · based on the autobiographical novel by GWEN TERASAKI
en play by CHARLES KAUFMAN · produced by JACQUES BAR · directed by ETIENNE PERIER · A CITE FILMS PRODUCTION

First a Best-Seller!
Then a Reader's
Digest special feature!
Now a great
motion picture!



MASSIVE PRE-SELLING!

JULY

Ads in Good Housekeeping, Reader's Digest, reach 50 million readers. Author Gwen Terasaki, star Carroll Baker and director Etienne Perier in New York for interviews. A flood of publicity coming nationwide.

AUGUST

Newsreel and wire service coverage will sweep America telling about the special, advance Gala Preview celebration in author's home-town, attended by Carroll Baker plus other stars and celebrities.

SEPTEMBER

Publicity tour of principal cities by author Gwen Terasaki. Official opening of Broadway spectacular "Bridge," Bands, personalities, nationwide press and newsreel coverage. Start of long-range radio campaign with M-G-M Record "Theme from 'Bridge to the Sun'." Commencing saturation previews of picture for press, radio, TV, dignitaries, opinion-makers in many cities at theatre showings.

OCTOBER

Giant World Premiere send-off in simultaneous 3-city Gala Celebration, Washington, D. C., San Francisco and Tokyo. World press coverage.



A motion picture that probes the stranger... the pick-up...why a man hustles for a buck or a place in the sun!

20th Century-Fox presents

PAUL NEWMAN

in ROBERT ROSSEN'S

THE HUSTLER

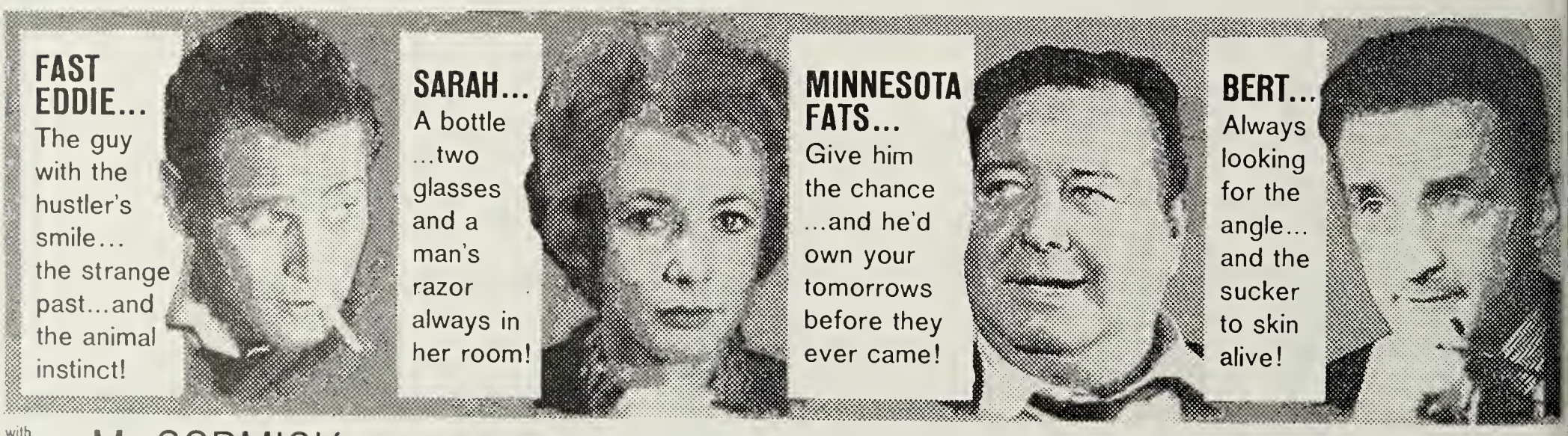
co-starring

PIPER LAURIE

GEORGE C. SCOTT

and JACKIE GLEASON AS "MINNESOTA FATS"

with MYRON McCORMICK



FAST EDDIE... The guy with the hustler's smile... the strange past...and the animal instinct!

SARAH... A bottle ...two glasses and a man's razor always in her room!

MINNESOTA FATS... Give him the chance ...and he'd own your tomorrows before they ever came!

BERT... Always looking for the angle... and the sucker to skin alive!

with MYRON McCORMICK Produced and Directed by ROBERT ROSSEN Screenplay by SIDNEY CARROLL and ROBERT ROSSEN CINEMASCOPE



20th launches the fall season with dynamite!

43 Years of Service to the Theatre Industry

Founded in 1918. Published weekly by Jay Emanuel Publicatians, Incorporated. Publishing affice: 317 Narth Broad Street, Philadelphia 7, Pennsylvania. New Yark field office: 8 East 52nd Street, New York 22. West Coast field office: Paul Manning, 454 S. Rexfard Drive, Beverly Hills, Calif. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and general manager; Albert Erlick, editor; M. R. (Mrs. "Chick") Lewis, associate editor; George Frees Nonamaker, feature editar; Mel Kanecoff, New York editar; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside af the United States, Canada, and Pan-American countries, $5 per year (5^ issues). Special rates for two and three years on application. Second class postage paid at Philadelphia, Pennsylvania. Address all official cammunicatians to the Philadelphia publishing office.

MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 11

AUGUST 16, 1961



MAX YOUNGSTEIN SAYS . . .

WE RECENTLY had occasion to discuss our favorite subject, motion pictures, with Max Youngstein, aggressive United Artists executive, who is as well qualified to express opinions on where this industry is and where it is going as any man we know. Since it became more or less general knowledge that Youngstein has decided to sever his connections with UA, his name has been linked to a variety of posts, from company president to independent producer.

In his opinion, our industry is at the crossroads, with future success or failure dependent on finding solutions to a host of problems facing distribution, exhibition, production, and advertising.

Youngstein said, "Our merchandising of product has suffered for a number of reasons: lack of enthusiasm and encroachment of stars trying to tell experienced ad men how to advertise. This is neither basic nor sensible."

He then offered a provocative suggestion, one that merits serious consideration by everyone with this industry's best interests at heart. There is no reason, Youngstein said, why a group representing exhibition, distribution, and production should not appeal either to the Department of Justice or the Senate Subcommittee on Anti-Trust and Monopoly, explaining the damage that has been done this industry by the elimination of block booking. Such a decision may have been necessary 15 years ago, Youngstein said, but with changing conditions, unreasonable star salaries, and suicidal bidding arrangements, the industry has been deprived, for one thing, of the power to develop new faces, which was far more practical while major studios maintained contract players. Modified block booking today might well save the industry from panic, he added.

The Department of Justice should be told what has happened to this business by a responsible group of representatives from all segments of the industry.

Another point Youngstein makes, and there will be many who agree with him, is this: "Why are 31 exchanges necessary for effective distribution? Wouldn't 15 do as well?" Certainly such a change would lessen the cost of distribution, Youngstein points out. It might have been essential 40 years ago to maintain 31 exchange centers in the U.S. and six in Canada, but is it necessary now? Youngstein poses an intriguing question.

Youngstein proposes a salary ceiling of $250,000 per picture for the biggest of stars. In certain cases, he adds, this could be supplemented with profit participation.

Now to the weightiest problem of all, the often mysterious sales practices by which a film wends its way from producer to distributor to exhibitor. Negotiation for the sale of films is more important than bidding, says Youngstein. Only in this industry is product sold in such a loose manner. Shoes, shirts, cabbages, you name it—these products are sold in a more or less uniform manner everywhere. Bidding has created a situation, however, where it would take a Solomon to figure out the reasons behind some of the deals finally consummated.

These are some of the things with which Youngstein feels the above mentioned all-industry committee should concern itself. Everyone seems fearful that even simple discussion between industry elements in an effort to find a way out of an impossible business situation would violate anti-trust laws. Yet everyone is equally vehement in stating that something must be done. What harm can it do, Youngstein asks, and how would it violate the law, if this industry committee meets with government figures in Washington, puts all its cards on the table face up, and attempts as a start to eliminate the ban against modified block booking? The alternative would seem to be admitting we have been whipped by the changing times and lying down to die quietly. The time to act, Youngstein says, is now, while we are still able.

Concerning his personal future, Youngstein has this to say. "Trade reports indicate I am leaving UA. I am certain that I can contribute 30 to 40 pictures a year to the present release schedules. We at UA did it when everyone figured it just wasn't possible. I love this business and intend to stay in it. I'm not for retirement."

With customary candor, Youngstein adds, "If we have another TV season like this past year, we won't be able to keep the people out of the theatres. This is the time to strike."

We would like to add a few thoughts of our own. When the standard exhibition contract was first written, it was thrashed out by the same kind of all industry group that Youngstein proposes be formed to thrash out present problems. Representatives from distribution and exhibition sat down together; no one cried anti-trust violation. It worked then. Why not now, when everyone is caught in the same squeeze? Sitting around bemoaning our fate is no answer.

Youngstein's suggestions have merit. Their implementation will take concerted action. It is up to each one of us to put himself on record as favoring (or opposing) such an all-industry meeting with government officials—or will each man sit on his hands waiting to see what the other fellow will do?

Somehow, the picture of Max Youngstein whipping his jacket off to launch into a discussion has symbolized to us the action and enthusiasm this industry needs so badly. We need it now, and it's comforting to know that Max intends to stay around to continue lighting a few fires under the do-nothings in our business.

We need him.

The Motion Picture Trade Paper With Editorial Guts

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

A son was born last fortnight to Mr. and Mrs. Roger H. Lewis at Lying-In Hospital, New York. The infant, who has been named Adam Morgan Lewis, weighed six and one-half pounds. Mrs. Lewis is the former Lisa Daniel.

Gold Bands

Rose Marie Mansell, daughter of Warner's branch manager in Philadelphia, will be married on Aug. 19 to Joseph Donahue, a chemical engineer. The bride, a music teacher in New York City, is now in the public school system. The couple will reside in Chestnut Hill.

Obituaries

Maurice Tourneur, 86, producer of a number of classics of the silent screen, died in Paris. He was considered a pioneer in many film techniques. He came to the U.S. in 1914 but returned to France in 1926. His last film was made in 1948.

"Nuremberg" Publicity Set

NEW YORK—Frank Goodman and Ben Washer have been appointed special publicity representatives for Stanley Kramer's "Judgment at Nuremberg," a United Artists release. This was jointly announced by Fred Goldberg, UA's executive director of advertising, publicity, and exploitation, and Myer P. Beck, Kramer's eastern advertising-publicity director.

Chumley Succeeds Smith

PHILADELPHIA—Edward Chumley, from the Paramount home office, where for the past few years he handled special sales on "The 10 Commandments," has been appointed local branch manager for the company succeeding veteran Ulrik F. Smith, whe recently announced his resignation.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., AUG. 14

Theatre Closes As UA Keeps "Exodus" Single

PHILADELPHIA—For the first time industryites in this area can recall, refusal of a distributor to supply a print for a double feature has resulted in a theatre closing its doors.

The current controversy is between the Locust Theatre and United Artists, and the film in question is UA's blockbuster, "Exodus." The Locust was supposed to be part of an area saturation involving 12 theatres. The theatre advertised another UA feature, "The Hoodlum Priest," as part of the bill. Newspaper and radio ads were placed by UA for the saturation, with the Locust engagement being included.

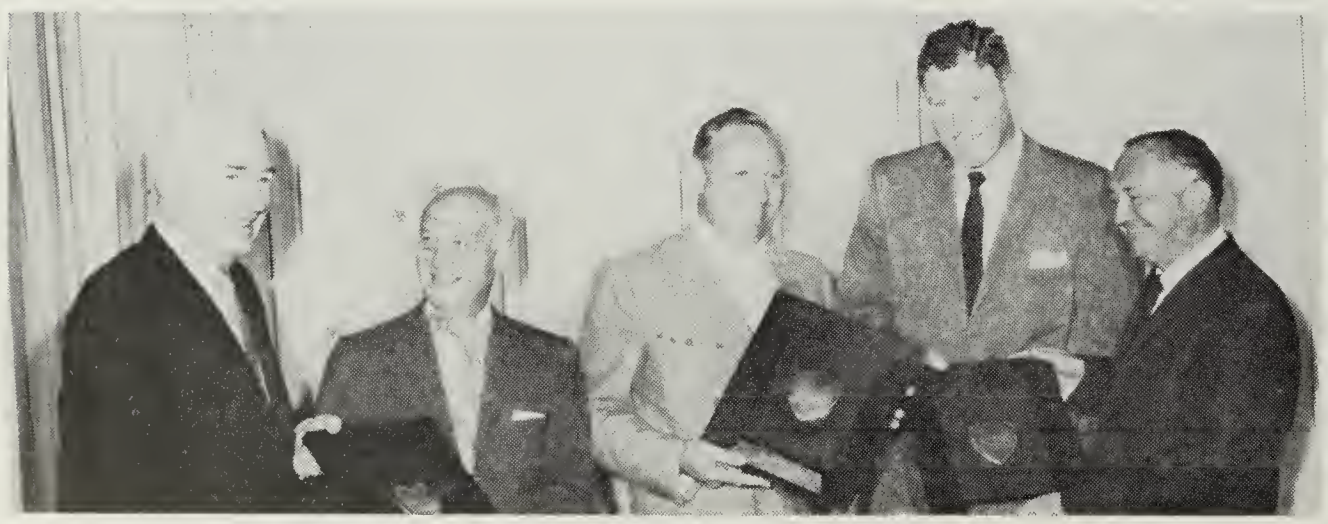
However, on Aug. 8, one day before opening, Jay Wren, executive vice-president of Harry Sley Enterprises, operators of the Locust, was notified by UA that they would not release the "Exodus" print for the engagement.

UA contends that everyone was advised that "Exodus," in accordance with the demands of producer Otto Preminger, could only be played on a single feature bill. The running time of the film is three hours and 21 minutes.

Theatres in the area are playing the single feature policy with the exception of one drive-in using a featurette with UA approval.

Wren states that the Locust will remain closed during the two weeks for which the picture was booked and will seek damages in court. For UA, district manager Gene Tunick and branch manager Albert Glaubinger contend that it was clearly understood that the feature was not to be doubled. Confirmation of the booking on "The Hoodlum Priest" was made by a booker since the Locust already had the picture under contract.

As of Aug. 14, the theatre continued to advertise the 'double bill' in the newspapers but remained closed since it had no film to show.



Variety Club of Southern California recently presented "Heart Awards" to film producer Walter Lantz, Gene Autry, and Bob Reynolds in recognition of their outstanding work in the fight against juvenile delinquency. Chief Barker W. J. E. McCarthy, left, presents plaque to Lantz, as Ezra Stone, International Variety representive, honors Autry and Reynolds at a testimonial luncheon at Tent 25 headquarters on Los Angeles Film Row.

BROADWAY GROSSES

NEW YORK—With all hold-over product the Broadway first runs continued to do generally okay; with Radio City Music Hall and the Criterion out in front.

"VOYAGE TO THE BOTTOM OF THE SEA" (20-Fox). Paramount reported $18,000 for the fourth week.

"FANNY" (Warners). Radio City Music Hall claimed $100,000 for Thursday through Sunday, with the sixth week sure of $165,000. Stage show.

"BY LOVE POSSESSED" (UA). Capitol did $19,000 on the fourth week.

"GONE WITH THE WIND" (MGM). Loew's State reported the 16th week as $12,000.

"EXODUS" (UA). Warner announced the 35th week as $22,000.

"SPARTACUS" (U-I). DeMille had $23,000 for the 43rd week.

"THE NAKED EDGE" (UA). Victoria claimed $13,500 for the seventh session.

"GOODBYE AGAIN" (UA). Astor garnered $14,000 for the seventh week.

"THE TRUTH" (Kingsley-Int.). Forum did $13,000 for the seventh week.

"GUNS OF NAVARONE" (Col.). Criterion hit $47,000 for the eighth week.

"FRANCIS OF ASSISI" (20th-Fox). Rivoli announced $31,000 for the third week.

Untrue Advertising Hit

CHICAGO—Oscar A. Brotman, attorney and president, Greater Chicagoland Drive-In Theatre Association, called attention to the increasing practice of one or more distributors individually or in cooperation with another distributor through their own advertising agencies or through the facilities of Balaban and Katz of causing various advertising media to be disseminated in the Chicagoland area via TV, radio and newspapers calling the attention to the public that two specific films have been paired together at "most neighborhood, suburban and drive-in theatres near your home."

It is claimed that this exaggerated and untrue advertising has caused and is causing embarrassment and irreparable financial loss to the drive-in theatres belonging to the Association.

Brotman claims "not one of the drive-ins in our association is running the combination mentioned, "The Pleasure Of Your Company" and "Tammy Tell Me True"; and demands that Balaban and Katz, Paramount, Allied Artists, Buena Vista, Chicago Tribune, Daily News, Sun Times, WMAQ, WAIT, WMBI, Capital Film, Columbia, MGM, Chicago American, WBBM-TV, WBKB, WGN, WLS, WJJD, 20th-Fox, United Artists, Universal International, Warners, WNBQ, WGN-TV, WIND, WBBM and WCFL stop the creating of an impression to the public that the combined two features are "paired at most neighborhood and suburban drive-ins near your home." This is said to be clearly illegal and must cease, since it is exaggerated and untrue advertising which has caused and is causing embarrassment and irreparable financial loss to the Association's drive-ins.



Universal Announces FOR AUTUMN RELEASE

ROSS HUNTER'S PRODUCTION OF FANNIE HURST'S

GREATEST ROMANTIC DRAMA "BACK STREET"

A ROSS HUNTER-CARROLLTON PRODUCTION

SUSAN HAYWARD
JOHN GAVIN

FANNIE HURST'S

"Back Street"

IN EASTMAN COLOR!



The story of a woman who shut her eyes to shame... when she opened her heart to love!

also starring

VERA MILES as "LIZ SAXON"

CHARLES DRAKE · VIRGINIA GREY · REGINALD GARDINER

Screenplay by ELEANORE GRIFFIN and WILLIAM LUDWIG · Directed by DAVID MILLER · Produced by ROSS HUNTER

A Universal-International Release

GUARANTEED PRE-SOLD BY UNIVERSAL

WB Clarifies "Kiddie Show" Policy

Percentage Pic Must Be Part Of Every Show Unless Company Agrees To Waiver In Advance

NEW YORK—Charles Boasberg, general sales manager, Warner Brothers Pictures Distributing Corporation, has issued to the American Congress of Exhibitors, Theatre Owners of America, Allied Theatre Owners, Metropolitan Theatres, the ITOA-Southern California Theatre Owners, and exhibitors everywhere a statement of Warners policy on "kiddie shows" and "children Saturday matinee shows."

In connection with "kiddie shows," Warners has no desire to interfere with genuine "kiddie shows" for children on either Saturday morning or on mornings of certain holidays, Boasberg said. However, Warners is unwilling to have a so-called "kiddie show" used as a device to deprive Warners of its proper share of the "gross receipts" on its percentage pictures. This happens when exhibitors permit patrons attending such a "kiddie show" to see the Warners picture and fail to give Warners its share of the receipts from this show. Warners is willing to waive the showing of its picture as part of and the sharing in the receipts from a "kiddie show" provided it is a genuine special morning "kiddie show" for children and part of the theatre's regular policy to run this type of show; no patron attending such "kiddie show" is permitted to see any part of the regular program of features booked for that day; and the theatre is completely "cleared" of all patrons on or about noon.

On "children's Saturday matinee shows," Warners will not insist that an exhibitor show as part of the program a Warners picture which may be regarded as unsuitable for children. However, the exhibitor alone cannot decide whether a picture is unsuitable. This decision must be made by mutual agreement between Warners and the exhibitor on each picture. When such agreement is reached, Warners will waive this matinee showing as well as the sharing in the moneys received from any substitute program for that show, provided arrangements as to timing are also mutually agreed upon so that no patron attending such substitute program will be allowed to see any part of the regular program of features booked for that day, and the theatre is completely "cleared" of all patrons immediately after the close of the matinee show.

In brief, a Warners percentage picture must be played as part of every show on each day throughout the booked period and Warners must share in the "gross receipts" derived during the entire engagement of this picture unless Warners waives its rights and such waiver is negotiated in advance and specifically written into the license agreement.

Warners recognizes that conditions and policies vary among theatres in different localities. The Warners representatives in the home office and in the branches will give serious consideration to requests made in good faith by exhibitors for waivers along the lines described above, but no exceptions will be recognized unless specifically made part of the written license agreement, Boasberg concluded.

Fox Directors Back Skouras; New Exec Post For Michel

NEW YORK—W. S. Michel, veteran executive vice-president, 20th Century-Fox Film Corporation, has been elected to a new post, chairman of the executive committee, by a meeting of the Fox board.

In his new capacity, Michel will share corporate decisions with 20th-Fox president Spyros P. Skouras. He will retain the executive vice-presidency of the corporation and will preside over the executive committee meetings.

Prior to the meeting there had been reports of managerial changes with some reports persisting that Skouras would give up the presidency for the post of board chairman. None of the reports were borne out, however, and Skouras presided at the board meeting. The result was a vote of confidence in the Skouras team's ability to pull the company out of its current corporate difficulty.

"Optional" Censor Law Approved In Pasadena

PASADENA, CALIF.—This home of the second oldest censor board in the nation, established in 1927, will "take an important step toward growing up" on Aug. 28, when a new ordinance, wholly optional in application and described by Assistant City Attorney Fred Metheny as "not censorship at all" becomes effective.

The new ordinance merely opens to any exhibitor the right to apply to the city manager for a viewing of a picture by him or an appointed agent and for an advisory recommendation on suitability for exhibition. Although there is no obligation of exhibitors to apply for viewing, a tangible benefit can be obtained by an exhibitor who may not be quite sure in his own mind as to the suitability of a given film. If he applies for a viewing, and if the advisory recommendation of the viewer or viewers is favorable, the exhibitor is thereby immunized from arrest or other police interference. If, however, he disregards the advisory recommendation, or fails to implement any revisions that may be suggested, he may be guilty of a misdemeanor and penalised to the extent of a $500 fine or six-month imprisonment.

Sol Konecoff Joins Inflight

NEW YORK—David Flexer, president, Inflight Motion Pictures, Inc., has named Sol Konecoff as director of operations of the company, which shows first-run movies in jet airplanes.

Konecoff, formerly with United Artists, joins Inflight Motion Pictures to assist Flexer in establishing service bases and training personnel.

"Assisi" Big At Rivoli

NEW YORK—Salah M. Hassanein, president, Skouras Theatres, told Glenn Norris, 20th-Fox general sales manager, that "Francis Of Assisi" had grossed $32,326 in its first five days at the Rivoli, and said the film was "the answer to critics of our business who complain about the non-family nature of our product."

NT&T Drops Smerling; Adds Two To Board

BEVERLY HILLS, CALIF.—Alan May and Irving H. Levin have been elected directors of National Theatres and Television, Inc., it was announced by Eugene V. Klein, president. This action filled the board to its full membership.

May, who has been associated with National Theatres for the past 27 years, has been vice-president and treasurer of the company since 1954. He previously served as a director of the corporation from November, 1954, to February, 1959.

Levin has been active for the past 13 years in various executive capacities in the exhibition, distribution, and production phases of the motion picture business. Due to his affiliations in the industry, his election is subject to Federal Court approval.

Robert W. Selig, recently appointed general manager of theatre operations for N T and T, was elected vice-president of the company.

The board also terminated Sheldon Smerling's position as executive vice-president due to policy differences in the management of the company. He continues as a director.

TOA Names Barr

NEW ORLEANS—Maurice F. Barr, Paramount Gulf Theatres was named coordinator for the 14th annual convention and motion picture industry trade show, of the Theatre Owners of America, to be held Oct. 8-12 at the Roosevelt Hotel.

The appointment was announced by Albert M. Pickus, TOA president, who said that Barr will be made available to TOA by Kermit Carr, president of Paramount Gulf, which is an affiliate of the American Broadcasting-Paramount Theatres organization.

Barr will serve as liaison between TOA's home office staff, the southern TOA units in Louisiana, Mississippi, and Alabama who will be "hosts" for the meeting, and local New Orleans facilities.

Ross Hunter, one of Hollywood's leading producers, and a key man in the liaison between the Screen Producers Guild and Theatre Owners of America, will be one of the principal speakers at the convention. He is expected to discuss current Hollywood problems, and TOA cooperation with film makers.

He is the second principal speaker announced for the Convention, the other being Laurence A. Tisch, chairman of the board of Loew's Theatres.

Ivy Tullos Joins Sutton

LOS ANGELES—Ivy Tullos, Ivy Distributing Co., Denver, has been appointed sales agent for Sutton Pictures Corporation in the Denver and Salt Lake City territories. Appointment was announced by Budd Rogers, Sutton's president.

Rogers, also president of Pathe-America Distributing Co., Inc., said Miss Tullos' activities, which will include some selling of Pathe-America's "The Deadly Companions," will be under the supervision of Francis A. Bateman, western division manager of Pathe-America.

Myerberg Launches Profit-Sharing Plan To Encourage N.Y. Production

NEW YORK—Seven local unions of the International Alliance of Theatrical Stage Employees reached an agreement with producer Michael Myerberg whereby they will make concessions in working conditions in return for participation in the net profits of the pictures they make. This is an effort to bring production costs in New York to a competitive level with Europe and it is hoped will put an end to so-called "run away" production.

The admittedly experimental plan provides concessions for the "interchangeability of workers and adjustment of crew" in return for which the unions would receive 16⅔ per cent of a picture's net profit.

Steve D'Inzillo, secretary, IATSE's east coast council, who acted as coordinator of the plan said a formula for the division of the 16⅔ net is still to be devised. In some instances the participating share may be distributed among workers, while in others it may go into union pension and welfare funds.

D'Inzillo indicated that if it works, other producers will be welcome to negotiate similar agreements with the seven craft unions.

Myerberg said he had committed himself to make five pictures within the next two years under the plan, with the first to start production within the next several months.

The unions involved in the Myerberg deal are Assistant Directors and Script Clerks, Local 161; Stage Employes, Local 340, Nassau County; Motion Picture Operators Union, Local 640; International Photographers of the Motion Picture Industries, Local 644; Theatrical Wardrobe Attendants Union, Local 64; Motion Picture Film Editors, Local 771; Make-Up Artists and Hair Stylists, Local 798.

President James DiGangi and Milton Felson, business agent, Local 161; Jay Rescher, business agent, Local 644; and David O'Brien, Local 340, said that problems that arise during production will be adjudicated by a review commission consisting of three labor representatives and two from management.

Wagner Opposes Ticket Tax

NEW YORK—It was indicated that Mayor Robert F. Wagner would ask City Council to end the five per cent admissions tax for legitimate theatres. Motion picture theatres, now tax exempt up to the first 90 cents, would also benefit from the end of the city tax.

Mayor Wagner also called on the Federal Government to end its 10 per cent tax on theatre admissions. The tax loss, he estimated, would cost the city $2,000,000 a year.

The end of the city tax is not expected to bring about a lowering of boxoffice prices at legitimate theatres, but a drop was seen possible if the Federal tax is also ended.

Fox Sues Insurance Firms

LONDON—Suits for over $1,000,000 have been brought by 20th Century-Fox against a group of British insurance companies that issued a policy on "Cleopatra," whose filming was stopped by star Elizabeth Taylor's illness last year.

Trial is not expected to begin until next year. The film company charges that the insurance firms have repudiated liability for losses resulting from the actress' illness.

What Is A Retailer? Texas Industry Asks State

AUSTIN, TEX.—In the wake of the state's tax law which practically establishes a state sales tax, the question of what is a retailer continued to agitate Texas theatre interests.

The tax is applicable to retail sales starting at 25 cents, but exempts cotton clothing selling at $10 or less, and all groceries and medicines.

Whether distribution and exhibition of films are covered hinges on the interpretation of what constitutes a retailer. If distribution is considered in retail trade the new levy would apply to film rentals, it is believed, and if the exhibitor is considered a retailer the tax would apply to tickets of admission.

However, since there is a state ticket tax of 10 per cent on tickets costing over a $1.00, it is not believed the tax would apply to tickets. Exhibitors are asking the state comptroller for an opinion, however, and the matter will be decided soon.

Avon Completes MGM Pact

HOLLYWOOD — The Avon Productions company, under which Lawrence Weingarten and Pandro S. Berman have been producing motion pictures for Metro-Goldwyn-Mayer since 1957, has completed its commitment to produce 10 pictures for MGM release.

However, Avon will continue to produce independently and is in the market for properties for future productions. Both producers, who will operate separately for MGM release under separate corporations, have obtained the right to produce one picture each during the next two years for Avon. In return, MGM has been given first call on the distribution rights to any picture Avon makes.

Variety Proves Again Showmen Have Heart

MEXICO CITY — Variety Clubs International has once again shown its true worth and value by helping others.

Roberto Cervantes, past chief barker of the Mexico City Tent 29, needed fast dependable help, so his first contact was to George Hoover, executive director of Variety Clubs International. The son of Dr. Fernando Gutierrez Vasquez in Mexico City was to undergo major surgery for the fourth time, and the "Smith Tube" was needed in the effort of saving this man's life. This surgical aid had been demonstrated at a doctors' convention in Mexico, but the local doctors had no access to one. This is where Variety members went to work together.

A call to Hoover in Miami from Cervantes in Mexico City resulted in a call to Dr. William Adams of Tent 33's Variety Childrens' Hospital. He was able to give the information of the manufacturer. However, the manufacturer, Olive Moe, could not make delivery for 60 days. Then a call to Dr. Milton Gordon of Redwood City, California, placed the "Smith Tube" immediately at their disposal. Robert Vogel of MGM in Los Angeles was the man responsible for actually getting the "Smith Tube" on the plane, and directed to the Minister of Communications to avoid delays or difficulties with customs at the airport in Mexico City.

Within 24 hours of the first call to Variety Clubs International office in Miami, the "Smith Tube" was delivered to Cervantes in Mexico City.

Dr. Wilson To Retire

NEW YORK—A. Montague, president of Will Rogers Hospital, has announced the acceptance of the retirement request of Dr. George E. Wilson, who has been Medical Director of that hospital for 28 years, and in its service for 31. The retirement is to be effective as of Sept. 1.

Dr. Wilson began his tour of service to Will Rogers Hospital in 1930 as assistant to the then Medical Director Dr. Edgar Mayer, who is presently Medical Advisor to the Board. Dr. Wilson became Medical Director upon Dr. Mayer's retirement in 1933.

Allied Completes Board Meet Agenda; Marcus Proposes New Name For Group

DETROIT—From the office of Allied States Association of Motion Picture Exhibitors comes the release of the finalized agenda for the 1961 summer board meeting. This will take place here at the Sheraton Cadillac Hotel Aug. 16-17.

Divided into five parts, the first, formalities, will be concerned with call to order, roll call, introductions, certification of directors, and a welcome from Allied Theatres of Michigan.

Association business follows under which heading there will be election of a secretary or secretary pro tem, any additions to agenda and order of business, approval of minutes of previous meeting, treasurer Harry Hendel's financial report, and consideration of change of organization name as proposed by board chairman Ben Marcus. He suggests a change to Allied Theatres of America, or Allied Theatre Owners Association.

Following will be basic policy decisions, applications for membership, and conventions. Under the last will be the 1961 convention committee report, convention program, consideration of western Pennsylvania's request to host the 1965 convention, and bids for the 1966 convention.

Final items under this heading will be 1962 spring board meeting and nominating committee appointments.

Section four will consist of discussion on contracts, rentals performances, sales policies, trade practices, trailers (proposed by Maryland unit), and unfair competition for 16mm.

The final session, reports, will be on Allied programs, by executive director Milton H. London; west coast meeting, by board chairman Marcus; ACE, by Irving Dollinger; and committee on industrial relations.

The meeting will conclude with reports on the Marcus merchandising plan by Harry Hendel, western Pennsylvania, and Marcus, Wisconsin.

Report To Exhibitors Marks Pathe Birthday

LOS ANGELES—A special report to the nation's exhibitors from Budd Rogers, president of Pathe-America Distributing Co., Inc., on the company's first year of operation, will be mailed on Sept. 1, the first anniversary of the launching of the exhibitor sponsored production-distribution program.

The company's first feature, "The Deadly Companions," is playing theatres across the country, a second picture is being edited, a third is in production, and four are nearing the starting line.

"We are ahead of the timetable we drew up a year ago," Robers said. At that time, Pathe Laboratories, Inc., formed Pathe-America Distributing Co., Inc., to finance, produce and release feature productions approved in advance by a representative committee of exhibitors assembled from all parts of the United States.

The feature now in the editing room is "Wild Harvest," adapted from Stephen Longstreet's novel about migratory crop workers. "Out Of The Tiger's Mouth" is in its fourth week of filming in Hong Kong.

Rogers said the strides made by Pathe-America reflect the foresight of James S. Burkett, vice-president of Pathe Laboratories, Inc., who conceived the plan whereby groups of exhibitors would study and approve production packages presented by established independent film makers, which Pathe-America would finance and release through its own regional distribution offices.

In outlining the progress of Pathe-America's beginning months, Rogers additionally reports the successful launching by Pathe Laboratories, Inc. of Sutton Pictures Corporation, a wholly owned subsidiary, to acquire and release completed films.

Sutton Pictures, of which Rogers also is president already has in relaese "The Unstoppable Man," an Argo Production starring Cameron Mitchell, produced by Jack Lamont. Bernard Wiesen's "Fear No More," starring Jacques Bergerac and Mala Powers, is an August release. A third upcoming release is "Force Of Impulse," a Gayle-Swimmer-Anthony production starring Tony Anthony.

Rogers and Douglas V. Rosen, general manager of International Film Distributors, Ltd., of Toronto, also announced completion of an agreement whereby International will distribute Pathe-America's "The Deadly Companions" in Canada.

Appointment of Truman Hendrix as sales representative of Pathe-America in the Dallas and Oklahoma City territories was also announced by Rogers. Hendrix was with Interstate Circuit for six years, was 20th-Fox Dallas branch manager seven years, and Paramount's Dallas branch manager seven years.

U-I Names 17 Fieldmen

NEW YORK—Universal-International has assigned 17 field exploitation representatives to cover 35 of its initial key city openings of "Come September," scheduled for September release following pre-release August openings at Radio City Music Hall and elsewhere, it was announced by Herman Kass, executive in charge of national exploitation.

The representatives include Ken Smith, Dave Polland, Bucky Harris, Earl Hubbard, Duke Hickey, George Bannan, Jack Wodell, Al Palladino, Dave Kane, Sy Schechter, Bob Zanger, Morris Steinman, Jim Gordon, Miss Tony Spitzer, Bernie Korban, and Amike Vogel.

Chicago Censors Suffer Setback; Court Reverses Ban On "Lovers"

CHICAGO—After two years of legal action with the City of Chicago, the Chicago Censor Board has issued a seal of approval for "The Lovers" to be shown with no cuts whatsoever.

This is a result of the decision handed down by the United States Seventh Court of Appeals for the Northern District of Illinois instructing the Censor Board to review and judge the picture in its entirety, with its decision to be based on whether "The Lovers" was totally obscene.

The decision of the court, headed by Chief Justice John S. Hastings, in unanimous accord with the other two judges of the Circuit Court, in effect orders the City of Chicago to amend its methods of censorship to conform to the tenets of the United States Constitution and for the first time in the history of Chicago censorship renders an opinion which makes the operation of that Censor Board unconstitutional. In order to function, the methods of procedure of the Censor Board will have to be altered considerably, according to the decision of the justices.

The Chicago Censor Board, as conceived up to now, is under the jurisdiction of the Police Department, but has been administered by a group of private citizens appointed by the Police Department.

Based on earlier decisions of the United States Supreme Court, a work of art must be judged in its entirety as to whether it is obscene or not. The issue in "The Lovers" in Chicago, as well as throughout the United States and the world where it became one of the most controversial films of all time, centered on the 21-minute love scene between the two principals which, according to some censors, rendered the picture obscene. In an earlier case in Cleveland, the manager of the theatre presenting "The Lovers" was found guilty of showing an obscene picture and was committed to jail.

"The Lovers," released in the United States by Zenith International who brought the action against the City of Chicago, was first submitted to the Censor Board in September of 1959. It was denied a permit by the city censors, which was reaffirmed by the Police Commissioner and the Mayor of Chicago. Legal action was taken and the decision upholding the Chicago Censor Board was originally rendered by the District Court. On appeal, the District Court was reversed by the Seventh Court of Appeals, and the permit has now been issued to show "The Lovers," with absolutely no cuts, in the City of Chicago.

The picture will open shortly at the Capri in Chicago.

Penna. Appeals Ruling Outlawing Censor Board

HARRISBURG, PA.—The State Justice Department has asked the United States Supreme Court to review the recent State Supreme Court decision which outlawed Pennsylvania's motion picture censorship law.

Attorney General Anne X. Alpern announced she filed a petition with the nation's highest tribunal in Washington. She said the Pennsylvania Supreme Court decision voiding the 1959 state censorship law "is in direct conflict with a recent United States Supreme Court decision . . . upholding a censorship ordinance against similar attacks."

The Pennsylvania court, by a 4-3 decision, recently held that the State film censorship law was unconstitutional. Miss Alpern said the effect of the decision would be to kill statutes aimed at protecting children under 17 years of age from obscene films or motion pictures which incite crime.

Hutner Joins Astor

NEW YORK—The election of Meyer M. Hutner as vice-president in charge of advertising for Astor Pictures, Inc., has been announced by George F. Foley, president of the film company.

Previously Hutner had been in charge of advertising and publicity for Warner Brothers, and has held similar posts with Samuel Goldwyn Productions and Beaver-Champion Attractions, Inc. A former New York City newspaperman, his first assignment in the motion picture industry was in the publicity department of 20th-Fox in 1947.

Astor is currently releasing "La Dolce Vita" and "Rocco and His Brothers." Hutner's initial effort will be directed toward the national campaign for the latter, which thus far has been limited to a successful day-and-date engagement at two first-run theaters in New York City.

Hutner will also begin immediate plans for an intensive national sales promotion program for all Astor product and will supervise arrangements for the forthcoming convention of Astor distributors to be held in New Orleans in conjunction with the annual TOA meeting in October.

Marhenke Fights Md. Censor

BALTIMORE, MD.—Not satisfied with a previous investigation he instigated, Robert T. Marhenke, exhibitor chairman, Maryland Theatre Owners Association, has called for a new investigation of the Board of Motion Picture Censors by a committee "interested in good government."

He also called upon Governor Tawes to replace Norman C. Mason, censor board chairman, with a "civic-minded citizen without pay to administer in the public's interest the part-time job of pre-censoring."

Spero Leaves Atlantis

NEW YORK—Harold L. Spero has resigned as president, director, and general sales manager of Atlantis Films, Inc., effective Aug. 22.

Hunter To Produce Four

NEW YORK—Ross Hunter Productions will make four high budget pictures for Universal release during the 1961-62 year starting in October, Hunter revealed.

The four pictures are "If A Man Answers," "The Chalk Garden," "In the Wrong Rain," and "The Thrill Of It All."

Hunter now has two multi-million dollar productions in the final stages of completion for release later this year. They are Fannie Hurst's "Back Street" starring Susan Hayward, John Gavin, and Vera Miles, and "Flower Drum Song," with Nancy Kwan, James Shigeta, Miyoshi Umeki, and Juanita Hall.



The NEW YORK Scene

By Mel Konecoff

TWO EXECUTIVES told us that more executives have to get off their plush chairs and get out in the field these days. It's good for the executives and it's good for the business.

One of these was Admiral Rube Jackter, also known as a vice-president and the general sales manager of Columbia Pictures. The nautical title is legitimate and was bestowed on him by the Governor of Texas. It is valid in the Navy of that state, whose exhibitors recently honored him "Man of the Year." Among the signators were Frontier Theatres, Interstate, Jefferson Amusement, Lone Star, Malco, Rowley Theatres, Texas Consolidated, Video Theatres, Trans Texas Theatres, etc.

Rube also evidently has great attraction for the femmes, because WOMPI of Texas also designated him "Man of the Year."

When we saw him, Rube was also beaming about his organization, Columbia, coming through with the first million dollar billing week in many a day last week. These returns were for the U.S. alone and did not include many engagements on that blockbuster, "Guns of Naverone."

He has always looked forward to meeting with exhibitors across the country and he believed that the compliment has always been returned. He reported that most theatremen recognize the fact that they have to roll up their sleeves and go back to work. Even the circuit people realize that their theatres can do well if sufficient effort is put into them and if a varied program is available to keep the public interested and entertained in clean, well-run theatres.

Said Rube, "Even if you want to sell candy, you have to get the people into the theatres."

He believed that the public is well aware that television has reached its peak and they want to get out to something different. You have to bring the picture to the people these days to get the utmost in returns. Also he was of the opinion that distributors can't afford to ignore the small situations these days. They mean the difference between profit and loss in many cases. A distributor must also watch his timing—such as lining up the summer and seasonal situations, as they can bring in important money.

He talked to exhibitors about Columbia's Christmas attraction, "Mysterious Island," on which 222 dates have already been processed of the 400 total being sought. Bob Ferguson, advertising and publicity director, informed that a million dollars would be spent on the film's promotion. Rube also discussed other forthcoming Columbia product including "Devil at 4 o'clock," "Notorious Landlady," "Walk on the Wild Side," "Sail A Crooked Ship," "Gidget Goes Hawaiian," and "Everything is Ducky."

Bob Ferguson said it—"We get better results by sending Rube Jackter out on a personal appearance tour than we do with stars, producers, or directors."

THE OTHER EXECUTIVE, who advocated movement of top echelon mind and body, was Si Seadler, MGM's eastern advertising manager, who said too few industry executives get off their chairs and out on the road. They should do so at least once a year. He found it a delightful experience.

Right now he has taken on the added duties of handling the campaign on "Bridge to the Sun," selected as the official American entry at the Venice Film Festival. One of his chores was to accompany star Carroll Baker for a special one-night preview showing of the film in author Gwen Terasaki's home town, Johnson City, Tenn. The whole city has come through with some wonderful cooperation. The film concerns her life as the wife of a Japanese diplomat in Japan, and she will make a number of personal appearances on its behalf.

The film will have simultaneous world premieres in Washington, D.C., San Francisco, and Tokyo on Oct. 4, and this will be followed by selected key city engagements.

When the film is ready to open locally, "Bridge to the Sun" will be built on the small island in Times Square in cooperation with the Police Athletic League and Army recruiting.

A COLLECTION of 35 of the world's most unusual exotic ritual masks, to be sent on tour across the U.S. in connection with the forthcoming release by Warners of "The Mask" was unveiled here last week by publicist Jim Moran as the end-product of his 'round-the-world mask search. The film is the first to include sequences filmed in the new depth-dimensional process with a British motion picture camera that is the only one of its kind in the world, developed by a British government concern.

Moran, who at one time was Ambassador from the Duchy of Grand Fenwick, will appear in the film, which is described as "an adventure in the supernatural," in addition to publicizing it via personal appearances. Members of the audience will be able to share in the on-screen experiments by donning special masks that will be distributed free in theatres playing the film.

Blue Law May Hit Theatres

GARY, IND.—A constitutional test of the state's 56-year-old "Blue Law" poses a threat of Sunday closing for Indiana theatres. A case against nine supermarket clerks arrested last July for violating the 1905 law may reach the Indiana Supreme Court and the verdict may affect the theatres.

New Roadshows Set

NEW YORK—United Artists board chairman Robert S. Benjamin announced last week following viewing of a rough cut of Stanley Kramer's "Judgment At Nuremberg" that it had been decided to extend the roadshow showings of the film from four cities to 20 following its Berlin premiere on Dec. 14.

Don't Ignore Imports, Sochin Tells Exhibs

NEW YORK—Exhibitors who are constantly looking for product have refused to dig into a rich vein of motion picture fare, the imported film, declared Irving Sochin, sales director of Times Film Corp., in a statement issued before he left on a sales trip to Cleveland, Detroit, and Chicago.

Exhibitors who do play imports seem to judge each one by its sex, violence, and perversion content, says Sochin. He adds that most exhibitors are totally oblivious to all films without the so-called Hollywood label and prefer to book the self-style "pre-sold" features distributed by the major companies. Yet this "pre-sold" product isn't usually pre-sold and there isn't enough to go around.

Times Film, as an independent film importer and distributor, Sochin stated, is in business to bring to American audiences outstanding imported films. These films are chosen carefully—only the finest are imported. The company is convinced that the potential audience for such films is comprised of the same mass of people who presently exist on a steady diet of only the homegrown product. Audiences want quality pictures, without regard to whether the film is imported or American-made. The industry has learned that poor pictures will fail at the box-office in spite of star-studded casts.

In the past, exhibitors have actually been forced to make bundles of money by playing imported films, Sochin said. They have booked these pictures merely to fill a gap in playing time before the arrival of that next "pre-sold blockbuster," and the box-office has spewed heavy grosses.

Sochin conceded that certain imported films must be considered as specialty features of limited appeal. It is the policy of Times Film to prepare only sub-titled versions of these films for presentation in so-called art theatres exclusively.

Dubbed versions of imported films which have universal audience appeal are prepared and can and should be screened in theatres throughout the country. The general theatregoer prefers the dubbed film to the sub-titled one, it was pointed out.

To illustrate, Sochin announced the present Times Film release schedule of three French films.

"Frantic," featuring Jeanne Moreau, heads the release list. Dubbed versions are available for showing throughout the country. "Frantic" has great commercial possibilities and complete press kits have been assembled, said Sochin. The second release is Claude Chabrol's "Leda." No dubbed versions have been prepared. The last film on the current release schedule is "Purple Noon," believed to have wide audience appeal. A dubbed version has been prepared in anticipation of the film's general release possibilities.

Sinatra Buys "Subway" Rights

NEW YORK—Frank Sinatra has paid $1,000,000 for the film rights to the forthcoming Broadway musical, "Subways Are For Sleeping." Included in the far-reaching deal are rights to the original cast album of the musical, which will be issued under Sinatra's Reprise record label.

Sinatra will star in as well as produce the filmed version of the musical under the banner of his independent film production company, Essex Productions.

IT'S LIKE *THIS* AT YOUR WILL ROGERS HOSPITAL

• Research • Remedy • Recovery • Rehabilitation •



Air view of Will Rogers Hospital, combined with sketches showing location of the three new buildings now being erected. These will house the resident staff to make room in the main building for the NEW RESEARCH LABORATORIES.

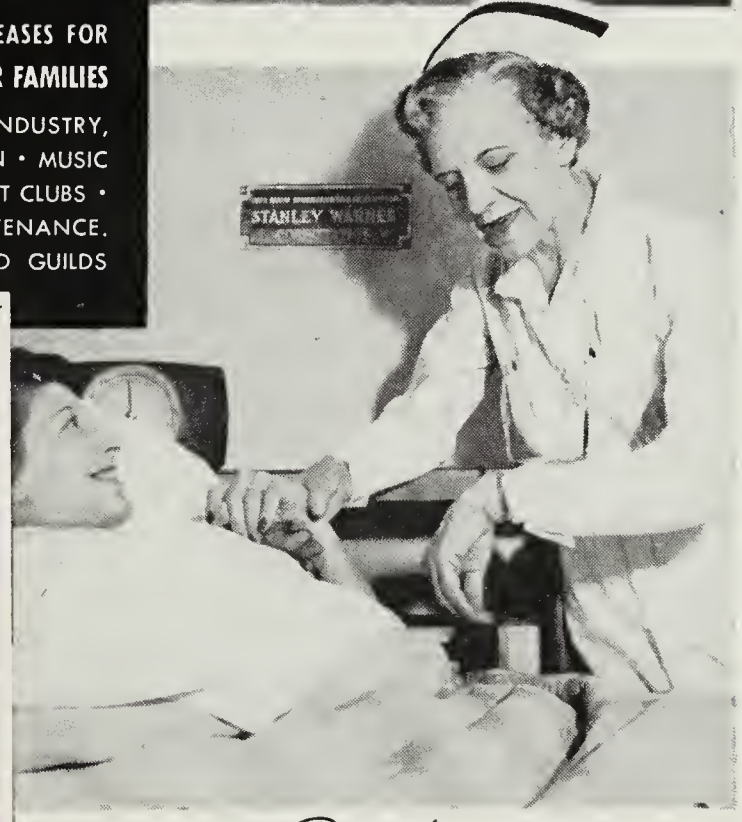
Free CARE AND TREATMENT OF ALL CHEST DISEASES FOR **ALL AMUSEMENT INDUSTRY EMPLOYEES AND THEIR FAMILIES**

IF ENGAGED IN ANY PART OF ENTERTAINMENT INDUSTRY, MOTION PICTURES • STAGE • RADIO • TELEVISION • MUSIC DANCING • RECORDING • LABORATORIES • NIGHT CLUBS • THEATRE or STUDIO SERVICE, SALES, or MAINTENANCE. ALL MEMBERS OF ENTERTAINMENT UNIONS AND GUILDS

The Amusement Industry's
WILL ROGERS HOSPITAL & RESEARCH LABORATORIES
Now Making Our
GREATEST STEP FORWARD
FOR THE BENEFIT OF OUR OWN— AND ALL MANKIND

• Recovery All patients have pleasant, private rooms where they can be alone when they wish . . . while lounges on the main floor and third floor are congenial meeting places.



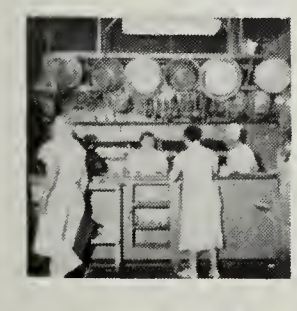




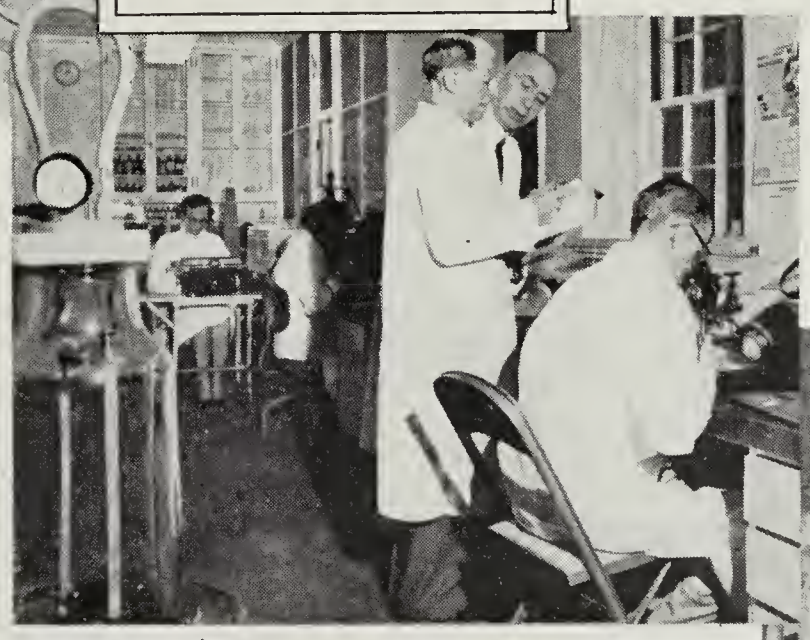
• Rehabilitation Patients discharged from Will Rogers sometimes return to their regular jobs after their healing. This is largely due to the rehabilitation program which keeps their minds alert. Occupational therapy is given much emphasis.

● ● ●

EXPERIENCED DIETICIANS DIRECT TWO KITCHENS . . . To serve good food is the prime responsibility of experienced dieticians and trained chefs in the two kitchens at Will Rogers.







• Research Experienced and capable technicians at Will Rogers have proven Research to be a key to effective control and prevention of disease. Our research laboratories are now being geared for even greater accomplishment through the major enlargement program now in process.

• Remedy Our combination of skillful medical treatment and compassionate nursing care, coupled with research and surgery, if needed, produces cures of serious chest ills in half the time, on the average, needed but ten short years ago.

● ● ●

MAIN DINING ROOM, and another on the third floor are pleasing environments for the enjoyment of wholesome meals. Not cafeterias. Service is always in good form.



WILL ROGERS HOSPITAL AND RESEARCH LABORATORIES

Supported and Advanced through **YOUR** *Participation in the* **AUDIENCE COLLECTIONS** *and* **CHRISTMAS SALUTE** — *We need you now!*

LONDON Observations

by Jock MacGregor

"LIGHTS—CAMERA—ACTION" called Norman Panama. "When two guys pull together, it's teamwork," sang Bing Crosby and Bob Hope as they went into a traditional routine danced against a huge backcloth displaying the previous "Road" titles. Bing dropped his cane. "Cut" shouted Bluey Hill, the inimitable assistant director whom most Hollywood stars demand for their British pictures—he keeps everyone in good humor though his racing tips aren't all that hot. Bob makes a typical crack. "Come on. Let's go again," encourages Norman.

This sequence which is to precede the main titles is shot. Melvin Frank—it is his turn to produce—looks relieved. The first "Road" picture for nine years—"The Road to Hong Kong"—is under way and the first I have seen shot since "Road to Rio" back at Paramount.

There is a script, but I have a feeling that anything can happen. Norman, Mel, and the boys have some unique ideas. They have different topical gags for British and American audiences. Where story points are conveyed in the six musical numbers, exhibitors in those continental countries who prefer less music can snip them out and substitute a straight dialogue scene, easily adaptable for sub-titling or dubbing. (One reason for the failure of English speaking musicals on the continent has been the necessity to leave songs in the original language or to do dub with different, and maybe inferior, artists).

Though Dorothy Lamour is not starred in this spoof of interplanetary thrillers, she will make a guest appearance. Already Frank Sinatra and celebrated "Clan" members have broken the journey at London Airport to make brief entrances in the "Road" tradition. Joan Collins has the femme lead and UA plans to release the picture at Easter.

WITH THE JET having shortened the journey, producers are personally visiting London to supervise the launching of their big pictures to make sure they get the most from this very important market. Joshua Logan entertained the press at the Connaught to talk about the premiere of "Fanny" on a road show basis. He still cannot account for the phenomenal success of "South Pacific," now in its fourth year at the vast Dominion. He tells me it may make its negative cost at this one theatre! He was supported at the party by Leslie Caron, Maurice Chevalier, his aide Zinn Arthur, Wolfe Cohen, Arthur Abeles, and the Warner-Pathe publicity boys and girls. . . . Here a few weeks back under the MGM banner discussing "King of Kings," Sam Bronston has been visiting Rank planning the launching of "El Cid." Fred Thomas hosted a Savoy cocktail party when Sam announced a big world premiere at the Metropole in early December. He will be the first producer ever to have two London road shows concurrent. . . . Jerry Wald has written individually from Hollywood to the trade papermen who covered his London press conference to thank us for attending and to tell us how his plans are developing. . . . Leo Jaffe has been conferring with Mike Frankovich on Columbia's British and European production matters. . . . Extracts from Lion International's "Black Tights" are being featured in Britain's first big scale public demonstration of color tv at the Radio Show. The movie opens at the Coliseum on Sept. 4 on a road show basis. . . . A 115 ft. x 60 ft. stage at the recently closed Walton Studios has been transferred and rebuilt at Shepperton. . . . MGM's Charles Goldsmith has started midnight shows at the Ritz on Saturdays. . . . Rank's "Victim," starring Dick Bogarde, has been chosen as the official British entry at the Venice Film Festival. . . . The Rank Organization has been given the Ministry of Transport contract to develop and operate the service area on the new Medway Motorway. The 20 acre site will include cafeteria, restaurant, refreshment Kiosks, two shops, and motor service stations with 48 pumps.

Columbia Billings At $1,000,000; Jackter Sees Bright Future

NEW YORK—Rube Jackter, Columbia vice-president and general sales manager, returned from a nation-wide tour during which he met with exhibitors and Columbia exchange personnel, reported that he is extremely enthusiastic about business conditions in the motion picture industry and is more optimistic than ever that "Columbia is moving into a new high-gear phase of operation."

The general sales manager revealed that the company rolled up one million dollars in a week's billings, "the first one I can recall in some time. This was domestic only, not including Canadian film revenues and including little of 'The Guns of Navarone' income which is currently pouring into Columbia coffers."

Foreign Labor Pacts Completed By MPEA

NEW YORK—Motion Picture Export Association of America has successfully completed negotiations with the Film Workers Union (Histadruth) in Israel for a new two year labor contract on behalf of the American film distributors in that country. Fred Gronich was sent to Tel Aviv when the local company managers were unable to reach an understanding with the union and a strike appeared imminent. Acting under guidance by a committee in New York, he was able to avoid a strike and reach a settlement satisfactory to both parties, which will run for two years.

This is the latest of a rash of foreign labor problems this summer involving the MPEAA companies. Another settlement was reached recently covering employees of the American distributors in Rio de Janeiro, based largely on the rampant inflation in Brazil; the week before brought the signing of a new three year agreement after extensive negotiations with the employees' union in Singapore, followed closely on the heels of lengthy bargaining which resulted in the signing of a two year agreement covering employees in Columbia; and at about the same time Irving Maas succeeded in completing successful negotiations in Manila with the Philippine Film Union. At the present time, negotiations are taking place in Mexico City with the Mexican unions, which should come to a head before the end of the month.

It is becoming the practice of the industry to deal with these matters collectively for all companies through the MPEAA. American film distributors have about 16,000 employees serving in some 750 foreign offices and theatres which are operated by the American companies. MPEAA spokesmen indicate that more rather than less of these problems can be anticipated in the future.

SDIG Charters Fla. Unit

NEW YORK—The executive board of the Screen Directors International Guild has issued a charter to the Florida Directors Organizing Committee, in answer to a request from a group of non-resident (Florida) SDIG members representing directors active in theatrical features, filmed TV dramas, educational, training, and documentary films, spot commercials, as well as in television.

The Organizing Committee comprises directors from Miami, Orlando, Sarasota, and Cape Canaveral. Its chairman is Jack Buckholtz, with Robert E. Kearney as associate chairman and Robert Esslinger as secretary-treasurer. The Committee met in Miami with SDIG executive secretary George L. George to discuss conditions under which SDIG will issue a charter. Initial group numbers 12 members, with some 20 more slated to join the Florida Branch.

SDIG has already chartered a midwest branch centered in Chicago, which has now grown to 98 members. Further branches are being contemplated for Texas and Canada.

Golden In New Post

WASHINGTON — Nate Golden, who for nearly 35 years has headed the operations of the U. S. Department of Commerce that concern the motion picture industry, has taken on expanded responsibilities, combining his operations with the business machines division, wth Golden now director of the new scientific, photographic, and business machines division.

Medallion Names Russell

CHICAGO—Murray M. Kaplan, sales manager of Medallion Pictures, announces the appointment of Kermit Russell as Medallion's sales representative for the Chicago and Milwaukee exchange areas.

Stone Joins Columbia

NEW YORK—Gordon Stulberg, Columbia vice-president, announced that Thomas R. Stone would function as his executive assistant. The appointment will have Stone headquartered at the Gower Street studio.

Sochin On Sales Tour

NEW YORK—Irving Sochin, sales head of Times Film Corp., film importers and distributors, left on a selling trip which will take him to Chicago, Cleveland, and Detroit. Sochin will meet with important exhibitors in these cities and set dates for three French pictures — "Frantic," "Leda," and "Purple Noon," which will be released by Times Film in original and dubbed versions.

"How I Would Sell . . .

LOSS OF INNOCENCE

Bright New Star, Colorful Locale, Feature Col. Drama

Columbia Pictures' "LOSS OF INNOCENCE," if properly sold, has the necessary ingredients to make it a top grosser this fall. However, it is a picture that must be sold and sold hard—not just a few days prior to the play date, but weeks in advance.

"LOSS OF INNOCENCE" is based on the novel "GREEN-GAGE SUMMER," which was on the best seller list for quite a while. It stars Kenneth More and Danielle Darrieux, and introduces Susannah York, who is certainly destined for fame. Recently, she has received a great deal of publicity, and I have been informed by Columbia that there are many more large breaks coming within the next few weeks. She is one of the most exciting new personalities the screen has had in some time. In addition, "LOSS OF INNOCENCE" is magnificently filmed in Technicolor, was made on location in the picturesque champagne country of France, and is highlighted by the moving score by Richard Adinsell, who is best known as the composer of the "Warsaw Concerto." There is a title song from the picture that I feel sure will become a hit. "LOSS OF INNOCENCE" is a picture that has charm and heart, and this must be transmitted to the public via a hard hitting, thought out campaign.

NEW STAR Susannah York has been getting considerable publicity in national magazines and can be subject of a lobby display.

An Exclusive **SHOWMANALYSIS** Prepared by—

BOB RAPPAPORT, Vice-President
Rappaport Theatres, Baltimore, Md.



RAPPAPORT

ABOUT THE AUTHOR • Bob Rappaport was born into a theatrical family, his father Isadore, being an exhibition veteran. Bob was born in Philadelphia. During his college days at Syracuse University, he majored in drama and radio. He entered the motion picture industry in Philadelphia, working for a short time as student salesman in the now disbanded RKO Radio Pictures distribution setup. Following this stint, he entered Rappaport Theatres in Baltimore, a circuit of four houses. He currently serves as vice-president of the company, concentrating on advertising and publicity programs for top features. Bob is married and is the father of a son, three years old, and a little girl born just a few weeks ago.



MEDIA

NEWSPAPERS—Columbia has prepared an excellent ad campaign on "LOSS OF INNOCENCE," as they have designed ads that will fit every situation. Such ads as numbers 303 and 404 are best suited for larger theatres; and for those theatres that specialize in class entertainment, ads such as 302 are most appropriate. Ads 104, 105, 202, and 204 will make excellent teasers.

RADIO—As "LOSS OF INNOCENCE" is a picture that has excellent appeal for women, radio and television are a must. Columbia has furnished some wonderfully hard hitting radio and television spots. These should be used in saturation, but with emphasis on shows that have a strong female audience.

PROMOTION

Because of the locale, book, music, and Susannah York, the tie-ups available on "LOSS OF INNOCENCE" are unlimited. Due to the space limitations, I will only touch on a few which I feel are musts.

LOBBY, FRONT, AND IN-THEATRE PROMOTION—The trailer prepared by Columbia on "LOSS OF INNOCENCE" is well thought out and captures the spirit of the picture. This trailer should be used as far in advance of play date as possible. The one sheets, three sheets, and six sheets all utilize the main art, which is carried out in all of the ads and can easily be adapted for lobby displays and fronts. In the case of lobby displays, additional materials that can be secured from travel agencies and wine dealers (will be covered later) can also be utilized to help capture the atmosphere of the picture.

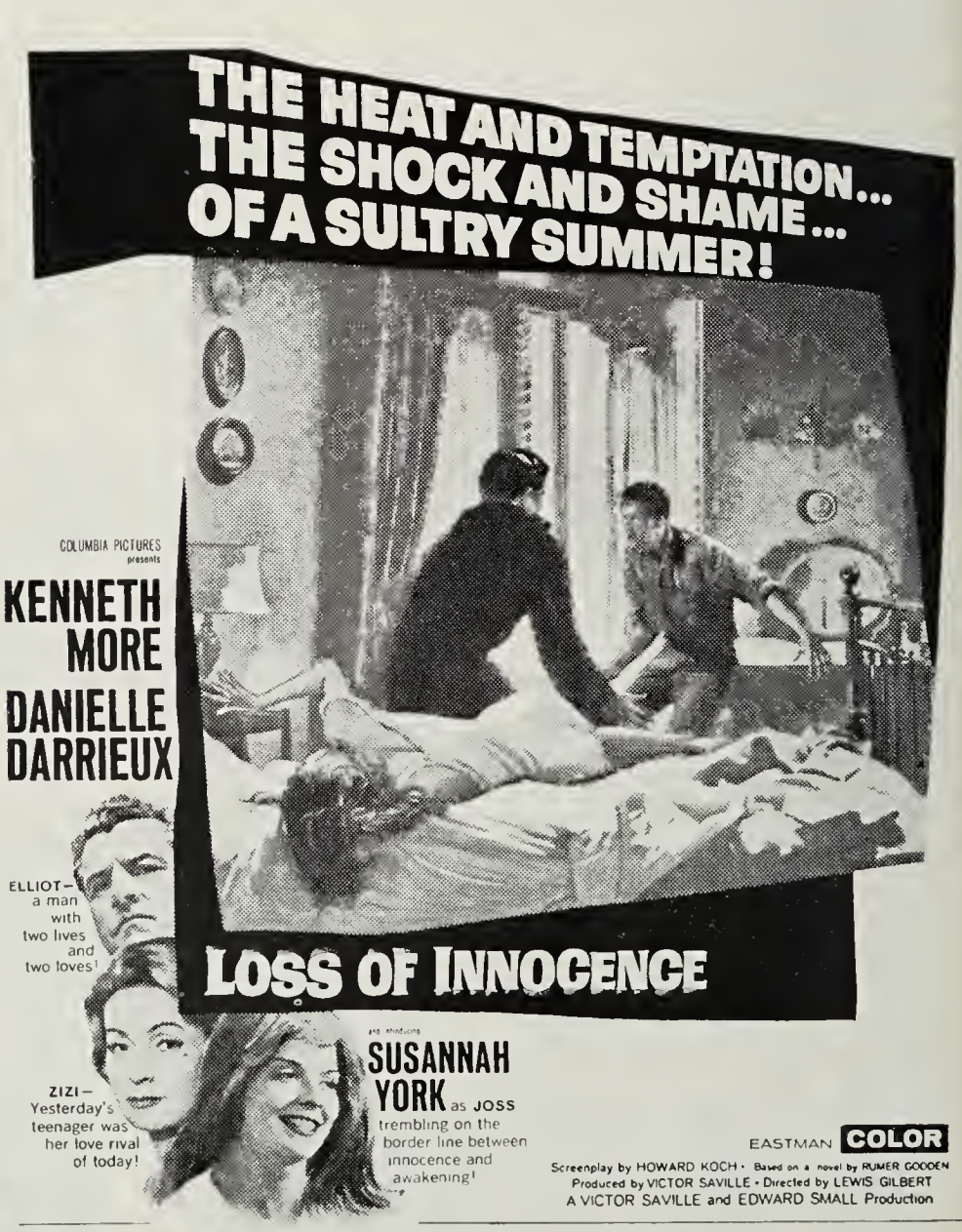
THE BOOK—"LOSS OF INNOCENCE" was published by the Viking Press under the original title of "GREENGAGE SUMMER" in 1958. It is now available in a Dell Book edition and should be utilized to the hilt. Window displays in book stores and libraries should be set up. Copies of the book should be sent to radio and television personalities as well as your complete newspaper list.

MUSIC—Colpix records have prepared an original sound track album of "LOSS OF INNOCENCE" and a 45 rpm single record of the title song. Both the sound track album and the single should be sent to all disk jockeys, record librarians, and program managers at your local radio stations, as well as film and music critics on your newspapers. This should be done way in advance of play date so that the title song has a chance to penetrate your area prior to the start of your paid advertising campaign. In addition, contests should be placed on radio utilizing records, theatre passes, and champagne as prizes.

THE LOCALE—"LOSS OF INNOCENCE" was filmed in the picturesque champagne country of France, and the French Government Tourist Bureau is providing all out cooperation via a tremendous publicity campaign which will distribute special window posters to travel bureaus throughout the

THESE ADS are typical of the excellent selection available on the film for theatres that cater to mass or class audience and for small or large houses. With a picture such as this one, it is necessary that the exhibitor know his audience to the extent that he can handpick the campaign elements that would be most likely to appeal to the greatest number. That's smart showmanship.





country. Local travel agencies should be contacted for window displays which can be set up utilizing these posters and stills. Of course, each window should carry complete picture credits and theatre play date. In addition, a similar mailing will be made to over 1,500 active members of the American Society of Travel Agencies. These agencies are certain to give you a lift. Also, you may be able to arrange interviews on radio and television with local travel editors of your newspapers centering on the champagne district of France.

CHAMPAGNE PROMOTION—The Champagne Producers of France—the official distributors of champagne in this country—will help in the promotion of "LOSS OF INNOCENCE" wherever legally possible. A feature of this promotion will be the availability of free bottles of champagne, to be presented by licensed importers. Requests for the bottles of champagne must be made through the exploitation department of Columbia only, and these in turn will be processed with wholesalers in your town.

This champagne may be used in many ways. Certainly champagne should be served at screenings whenever possible. Gift bottles of French champagne may be used as prizes for contests.

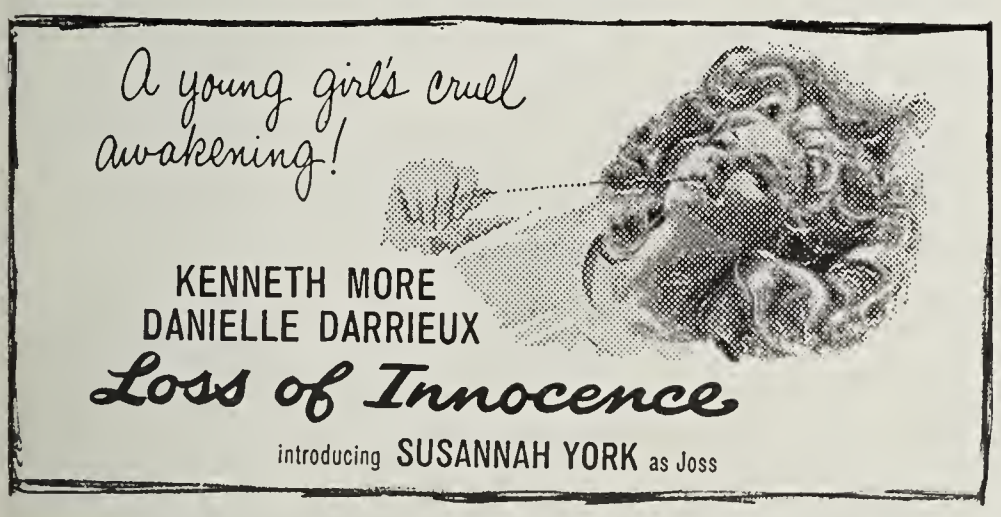
SCREENINGS—"LOSS OF INNOCENCE" is a picture which should be screened and rescreened. Word of mouth will sell more tickets than any paid media of advertising, and this is a picture that everyone will be talking about. Screenings should be set up for women's clubs, newspapers, Movie critics, travel editors, photographic columnists, and anybody else that you feel may be helpful. Certainly there should be a disk jockey screening, as after the music is heard, it is certainly going to be played.

SUSANNAH YORK—Columbia is planning a special 40 x 60 on Susannah York utilizing the publicity breaks which should be prominently displayed in your lobby as well as any windows that you may be able to promote. In addition, reprints of these articles should be mailed to your complete newspaper and radio lists. She is an attractive young personality and will certainly obtain a lot of space in your local papers as well as comment from radio personalities on your home town stations. There are three sets of stills that contain excellent art that you should have no trouble placing. These stills can be obtained from your Columbia branch.

In conclusion, "LOSS OF INNOCENCE" is a picture that can make money for all theatres playing it if handled properly. It is a picture that every exhibitor will be proud to play, and every patron will certainly enjoy.

COMING . . . in the issue of Aug. 30
CARL FERRAZZA, Manager
Keith's Theatre, Cincinnati, Ohio
tells how he would sell . . .
Universal-International's
"COME SEPTEMBER"

HERE ARE several smaller ads that can also serve as the foundation for an effective teaser campaign. Carrying these small ads prior to playdate can whet the public's interest for the big opening push.









ALBANY

Business sessions of the 43rd convention of New York State Department, American Legion, were held mornings in Fabian's Palace, while the State Auxiliary met mornings in Warner's Strand. The Legionnaires were favorably impressed with Bill Flander, oratory chairman of Madison County, saying "This is the best place we've ever met in." Governor Rockefeller, however, said he hoped the city would have a convention hall by the time the Legion conventions here again. The last time had been 22 years ago. . . . John Gardner sold the Glen Drive-In, Glens Falls, to Samuel E. Rosenblatt's Acme Theatres Inc., which also operates the Ft. George Drive-In, eight miles away; and disposed of his interest in the Unadilla Drive-In, near Sidney, to Al La Flamme, who had been a partner there four seasons. . . . The Glen, one of the top area drive-ins, was opened during the summer of 1958 by Gardner, son of a pioneer Albany exhibitor, and for years owner of the indoor Colony in Schenectady. Mrs. Gardner assisted her husband, as does Mrs. La Flamme.

ATLANTA

Georgia Theatres' Bolton Drive-In, Atlanta, clebrated its fifth anniversary with a big party that included free cake, coffee, and popcorn; balloons for the kiddies; a 1961 Pontiac, a flash camera and many other prizes. . . . The mother of Ed Hays, United Artists salesmen, died at her Mansfield, Ga., home following a long illness. . . . Lee Smith has been promoted from sales manager to general manager, WQXI radio owned by Esquire Broadcasting Company. . . . James Ronald Holliday, for several years office manager, U.S. Army Motion Picture Service, has left for Munich, Germany, where he will spend at least two years in a similar capacity. . . . Bryan Stevens, vice-president, Stevens Pictures, was passing out cigars with the arrival of a baby boy at his house. . . . Mrs. Esther Shiman is the new clerk-typist at National Theatre Supply Company, replacing Mrs. Justine Ledford, who moved to Macon, Ga. . . . It was a great day recently for Nelson Scott, buyer, Palace, LaFayette, Ga., and Moonlite Drive-In, Trion, Ga. It was the 50th anniversary for motion pictures. The Palace was opened in 1911. At that time Scott joined the staff as operator of the old Edison machine. The Palace has changed hands six times since Scott started with it. . . . Carl Foreman, producer, Columbia's "The Guns Of Navarone," was in connection with its showing at the Fox. . . . Mel Brown, owner, Peachtree Art Theatre, was robbed. . . . Mrs. Tom Lucy, Exhibitors Service Company, is recuperating at a local hospital after surgery. . . . A recent windstorm blew down part of the screen tower of the Moonlite Drive-In, Trion, Ga. . . . The Ritz, Toccoa, Ga., and the Macon, Franklin, N.C., closed for the summer. . . . Following illness we are glad to report that Mrs. Junita Elwell, head booker, Bailey Theatres, is back at her desk. . . . Ed Hays, United Artists salesman, was expected to be on the road again soon after a spell of heart trouble.

BOSTON

Max E. Youngstein, vice-president of United Artists, will be the featured speaker at the 30th anniversary regional convention of Independent Exhibitors, Inc., and Drive-In Theatres Association of New England at Chatham Bars Inn, Chatham, Cape Cod, Mass., Sept. 5-7, Carl Goldman, executive secretary of IENE, announced. "Everyone connected with the motion picture industry is invited to attend this gala three-day event," Goldman said. The social activities will include an old fashioned New England clambake climaxed by a cocktail party and banquet. The banquet will be hosted by the Coco-Cola Company. Edward W. Lider, president of IENE, is general chairman of the convention, with co-chairmen Julian Rifken and Arthur K. Howard; and Goldman is coordinator. . . . Bucky Harris, well known press agent for Universal, is back in harness again after recuperating from an illness. . . . Chuck Connors, star of tv's "The Rifleman," came in for a week at Pleasure Island, and talked about his new picture, "Geronimo," a United Artists release. Joe Mansfield, UA press agent here, met with Connors.

BUFFALO

The Riviera, North Tonawanda, now is being operated by a joint partnership made up of the Yellen family of Buffalo and the Dipsons of Batavia. The Riviera has been under the operating supervision of Sam Yellen for several years. Under the partnership, both the Riviera and the Star, the latter in Tonawanda, will be under the management of Frank Guzetta, associated with the Dipson Circuit for many years, who had been manager of the Star. . . . Ben Weiner, Columbia exploitation, has been in assisting managing director Charles Funk of the Century on advance promotion for "The Guns of Navarone," now current at this downtown house. . . . Manager Joe Garvey, Granada, Schine de luxe community operation in north Buffalo, has made a tie-up with the Sattler department store through which, in return for a half dozen ads, he is offering 20 to 40 per

Film Exchange and Dealer Listing for the PORTLAND FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• *Film Distributors*

ALLIED ARTISTS, 925 N.W. 19th Ave.—CApitol 2-1413
Br. Mgr.: Bud Hamilton. Emerg. Phone: MI 4-3345.

COLUMBIA, 1927 N.W. Kearney St.—CApitol 3-3101
Sales: Chuck Birchard, F. J. McDonald, Morris Sherman. Emerg. Phones: Birchard, CA 3-8572; McDonald, MI 4-5371; Sherman, CH 4-7497.

METRO-GOLDWYN-MAYER, 1963 N.W. Kearney St.—CApitol 7-2521
Br. Mgr.: Warren McMillan. Frank Staeger. Shipper: Al Williams. Emerg. Phone: Staeger, ALpine 4-3493.

20TH CENTURY-FOX, 1932 N.W. Lovejoy St.—CApitol 3-6129
Br. Mgr.: Charles Powers, Sr. Carl Hansaker, Jerry Patrick. Emerg. Phones: Hansaker, AT 1-7116; Patrick, BU 5-2894.

UNITED ARTISTS, 1816 N.W. Kearney St.—CApitol 8-9405
Br. Mgr.: Jack Partin. Sales: Morris Segal, Jack O'Bryan. Emerg. Phone: Segal, CApitol 2-3965.

UNIVERSAL-INTERNATIONAL, 1953 N.W. Kearney St.—CApitol 7-1231
Office Mgr. and Booker: Ed Bramwell. Sales: Russell Brown. Emerg. Phones: Bramwell, CH 4-9783; Brown, MI 4-0388.

WARNER BROS., 935 N.W. 19th Ave.—CApitol 7-5624
Br. Mgr.: Mel Keller. Booker: Cathy Slade.

• *Supply Dealers*

NATIONAL THEATRE SUPPLY & EQUIP. CO., 925 N.W. Kearney St.—CA 3-2459
B. F. SHEARER CO., 1947 N.W. Kearney St.—CApitol 8-7543 Emerg. Phone: CH 6-3214.

• *Screen Trailers*

NATIONAL SCREEN SERVICE, 1816 N.W. Kearney St.—CApitol 3-3741

• *Signs, Advertising and Printing*

NATIONAL SCREEN SERVICE, 1816 N.W. Kearney St.—CApitol 3-3741
PACIFIC POSTER CO., 1935 N.W. Kearney St.—CApitol 2-6428

• *Film Delivery Service*

AIR DISPATCH, INC.—CApitol 2-3562.

• *Service Companies*

ALTEC SERVICE CO., 1224 S.W. Morrison St.—CApitol 8-5972 Emerg. Phone: ME 9-1675.
AUDIO VISUAL SUPPLY CO., 1633 S.W. 11th Ave.—CApitol 6-6003
RCA SERVICE CO., 2940 S.E. Belmont St.

• *Theatre Service*

ROY A. BROWN THEATRE SERVICE, 1923 N.W. Kearney St.—CA 2-9383 Emerg. Phone: CA 3-2491.
CLARK THEATRE SERVICE, 1925 N.W. Kearney St.—CA 7-4900 Emerg. Phone: CA 2-5828.
OREGON THEATRE CORP., 905 N.W. 20th Ave.—CA 2-1381 Emerg. Phone: AT 7-8345.
PORTLAND NAT'L. FILM SERVICE, 915 N.W. 19th Ave.—CA 7-7590
UNITED FILM SERVICE, 9420 N.E. Sacramento St.—AL 3-1626 Emerg. Phone: AL 3-1626.

• *Screening Room*

STAR FILM, 925 N.W. 19th Ave.—CA 7-4900 Emerg. Phone: CA 2-5828.

• *Theatre Associations*

OREGON THEATRE OWNERS ASSOC., 925 N.W. 19th Ave.—CA 7-4900
OREGON THEATRE COOP., 905 N.W. 20th Ave.—CA 2-1381

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Watch for them!

NEXT!
New Haven Territory
Issue of August 23
Des Moines Territory
Issue of August 30

Save Them!

cent off regular admission prices on "Spartacus," now in its final weeks at this theatre. . . . The annual Film Festival in Stratford, Ontario, Canada, will be staged from Aug. 21 to Sept. 2 and this year seats will be reserved for the first time, according to John Hayes who is directing the festival. . . . The Amateur Cinema Club of Buffalo held its fourth annual picnic at Richardson's Grove near South Wales. Kenneth R. Batt is president of the club. . . . "If you happened to be watching a film play called 'The Great Train Robbery,' back in 1903, chances are you probably saw Col. Bill Shirley, publicity man for United Artists, come stumbling off the train, hands raised, panic stricken, and in the end five bucks ahead," said Tom Bennett in a recent Courier-Express column. In another part of his anecdote on Shirley, Bennett said: "Before he left he told us about his most successful movie promotion. . . . 'It was back in 1952 and I wanted to get the public talking about the motion picture 'Mutiny.' I went down to the bank and got 30 brand new one dollar bills . . . and then stood on the corner of Main and Court streets and tried to sell them for 50 cents apiece. . . . you know people are really suspicious . . . nobody would buy my new bill for half price because they thought I was crazy . . . and that's all I really wanted to accomplish . . . just get people talking about the strange little man selling one dollar bills and incidentally . . . talking about this new movie . . . "Mutiny."' The colonel has been in Buffalo working with general manager Maurice Fruker at Shea's Buffalo on that theatre's forthcoming "Goodbye Again." . . . Past chief barker Al Anscombe of the Buffalo Variety Club has purchased WEPA-TV, a new television station now under construction in Erie, Pa. The station will became an NBC-TV affiliate Oct. 1.

CHARLOTTE

The Plaza at Greenville, N.C., which closed several years ago after the building was ruled unsafe for more than 100 persons, collapsed Aug 5. A 40-year-old frame structure, the house was owned by S. P. White, who estimated the loss at about $15,000. It had 485 seats and closed after its capacity was limited to 100 as uneconomical to operate for so few. It had been operated for Negro patrons. . . . The City Board of Education at Raleigh, N.C., voted unanimously to name a new $1,000,000 senior high school now under construction the "William G. Enloe High School" in honor of W. G. Enloe, district manager, North Carolina Theatres. The action was taken over the protests of Enloe, long-time mayor of Raleigh and long-time chairman of the Education Board. . . . Plans for the construction of a 1,200-seat theatre to cost about $500,000 were announced at Charlotte. The theatre will be a joint effort of the Community Research and Development, Inc., of Baltimore, which built the Charlottetown Mall here, and the General Drive-In Corporation of Boston. It will be a conventional indoor type, will be air conditioned and will have stereophonic sound. It will be called the Cinema. Seats will be push-back type. The house will have a 64 by 30-foot screen, which W. A. White, manager, Charlottetown Mall, says will be the largest in the south. Included in the building, which will be built on a tract of land across from the present Mall, will be an art gallery in the lobby.

CHICAGO

The Town, Chicago's newest art house, the old Lane Court, is being remodeled at a cost of $200,000 by Chuck Teitel, World Playhouse.



Nearly 300 members, the largest turnout ever, recently were guests at a dinner-cocktail party at Bay State Raceway, Foxboro, Mass., as guests of E. M. Loew, Variety Club member. Two feature races were held in honor of the Jimmy Fund and Loew made a contribution of $1,000. Seen, left to right are, Philip L. Lowe, James F. Mahoney, Alfred Black, Tommy Gallup and E. M. Loew.

. . . The Roxy, Mounds, Ill., and the Ford Griggsville, Ill., have been closed. . . . Balaban and Katz will play "Exodus" in a dozen neighborhoods Aug. 18. . . . Chuck Smith, Palace, Gilman, has been elected Mayor. . . . The Essaness ABC Drive-In has reopened. . . . "This Is Cinerama" had a successful reopening at the Palace. . . . Gene Murphy, former B & K publicist, is in New York for surgery. . . . Cinerama Lodge of B'nai B'rith voted unanimously to change its name to the Jack Kirsch Lodge in a tribute to the late theatre mogul. . . . Bob Carpenter is now with B & K in the ad-publicity department. . . . Plato Skouras was in for the opening of his own production, 20th-Fox's "Francis Of Assisi" at the Oriental. . . . Elizabeth Taylor and Mike Todd, Jr., are suing Cinemiracle Corporation for $2,500,000 for failing to distribute their movie, "Holiday In Spain." . . . "La Dolce Vita" at the Michael Todd is on a 14 performances a week policy. . . . Film Row's practical joker Frank "Send Money" Casey, of Warners, had the tables turned on him for his birthday when he was picked up in a Brink's Truck and delivered to the vault department of a Loop bank, where his gifts were stashed in various safe deposit boxes. . . . It was reported that comedian Harold Lloyd will reissue his films of the 20's to art movies houses in the fall.

CINCINNATI

Following several weeks of relatively poor business, due largely to adverse weather conditions, both local and area first and sub-run houses are now reporting greatly improved attendance, with house records being broken at a number of sub-run locations, both locally and elsewhere in the Ohio Valley. MGM's "Ben-Hur" and U-I's "Spartacus" have been top attractions recently at numerous local and area houses. . . . Ray Nemo, area exploiteer for Columbia's "The Guns of Navarone," is on a 10-day assignment in Miami Beach, Fla., to publicize the film at Wometco houses in that area. . . . Norman Pader, MGM publicist, was in Springfield, O., to set up publicity for "Ben-Hur," which will have early August one-week screenings at a number of Chakeres Circuit drive-ins. . . . Plato Skouras was in to promote 20th-Fox's "Francis of Assisi," opening Aug. 10 at the Keith. . . . T. M. Fisher, previously with former Mid-West Theatre Supply, is now a National Theatre Supply salesman. . . . Morris Hail, a Paramount booker for five years, has moved over to 20th-Fox in a similar capacity. Before leaving Paramount, he was honor guest at an office party at which he was presented with a pen and pencil set.

COLUMBUS, O., NEWS—Previews of coming film attractions will be shown on a continual basis in the booth of the Independent Theatre Owners of Ohio at the Ohio State Fair here in late August, announced Ken Prickett, ITOO executive secretary. . . . Robert Sokol, former manager, closed Loew's Broad, has been named manager, Loew's, Indianapolis. . . . Clair E. Fultz, president, Huntington National Bank, purchaser of the Loew's Broad building, said the bank has no immediate plans to tear down the building for parking. The theatre was closed March 31.

DALLAS

Bob Hope is planning another of his semi-annual trips to Dallas. He is expected here probably in November to beat the drums for "Bachelor in Paradise," his latest Metro-Goldwyn-Mayer film which co-stars Lana Turner. He will be accompanied by Jim Hutton if the tour materializes, according to Phil Brochstein, MGM regional manager. The film is scheduled for release around Thanksgiving and Hope said he would make the tour if his schedule permits. . . . Hollywood star Lee Remick arrived here to catch her mother's performance in "Take Me Along" at the State Fair Music Hall. Patricia Remick portrays the wife of Watler Abel in the State Fair Musical which stars Dan Dailey. . . . The Women of the Motion Picture Industry will elect delegates to the convention at Charlotte, Sept. 22-24 at their regular luncheon and meeting. Committee chairmen are Verlin Osborne, by-laws; Melba Renfro, public relations; Juanita White, finance; Florence Lowery, publicity; Judy Wise, sunshine; Mildred Fulenwider, membership; Mary Louise Abel, programs; Jo Ellen Jones, telephone; Mabel Guinan, service; Rosemary White, scrapbook; Lou Hutson and Anita Stribling, bulletin; Alta Mae Roberts, federated women's clubs; Fannie Mae Herring, social, and Norma Jean Thomas, Will Rogers Hospital. . . . Charles Bracket, producer, and Jose Ferrer, director, have arrived in the city to begin the preliminaries for shooting segments of "State Fair" here. A 20th Century-Fox crew was here last fall during the State Fair of Texas to make background shots dur- the exposition. . . . Teen-age singing idol Jimmy Clanton will visit the city for three days starting Aug. 21 to help beat the publicity drums for "Teen-Age Millionaire." "Spartacus" opened July 26 at the Capri for an indefinite engagement. The Universal-International release was previously presented here as a road show. . . . Jack J. Veeren, city manager for Lone Star Theatres in El Paso, Tex., and Jim Carty, manager of the circuit's Del Norte Drive-In there, spent a few days

here at the home office of Lone Star Theatres. . . . Jimmy Armstrong, booker at the Columbia exchange, became the proud father of a baby daughter, his first child, named Kimberly Kay. . . . Richard Kahn, Columbia's exploitation manager from the New York office was in to talk with Jack Judd, southwestern division sales manager here for Columbia, and William Lewis, exploitation manager for this area, on forthcoming engagements of "Guns of Navarone" in the southwest. . . . Norm Levinson, general manager, Trans-Texas Theatres, reported that business has increased, including two record makers. "Exodus" has broken all house grossing marks at the Capri, El Paso, and "A Raisin in the Sun" is setting all time highs at the Fine Arts here. Levinson is slated for a trip to Hollywood and will stop at Les Vegas and El Paso on his return trip. . . . Everett Callow, Cinerama advertising staff is here to confer with personnel of the Trans-Texas Theatres.

DENVER

Pete Anselmo, for the past four years manager of the Atlas chain's Federal, is becoming house manager of Wolfberg's downtown Paramount. Joseph Archeletta, former house manager, has been promoted to managing director. . . . To promote "The Last Sunset," Bill Hastings, RKO Orpheum, arranged to have a feature race at Centennial track called the "Last Sunset" handicap. A crowd of 10,000 saw him present a floral bouquet to the wife of the owner of the winning horse. . . . Harold Rice, Fox-Intermountain city manager, arranged a tie-up with area Safeway stores for the big food chain to sponsor a special children's morning matinee of "The Greatest Show on Earth" at the downtown Center and Denver, as well as neighborhood Aurora, Woodlawn, Blue Bird, and Mayan. . . . Paul Corey will be the new owner of the West Drive-In, Riverton, Wyo., come Sept. 1. F. W. Chapping is the seller. . . . The Danny Kaye film, "On the Double," instead of going into a single first-run, is playing in seven neighborhood and drive-ins day and date. They are Tower, Federal, and Gothic, and the East, West, South, and new 1,600 car North Star drive-ins. . . . Norman Nielsen, manager, new Cooper Cinerama theatre, reports that on a single night a check of the license plates in their parking lot showed cars from 28 states and three foreign countries. The new Cooper maintains reserved seat tickets agencies in 20 towns and cities in Colorado, Wyoming, Nebraska, and New Mexico, in addition to a mail order reservation service.

DES MOINES

The Women of the Motion Picture Industry held a dinner and business meeting at Babe's Restaurant with Leone Matthews presiding. Miss Joyce Brain was elected to serve as delegate to the eighth annual international convention which will be held in Charlotte Sept. 22-24.

ATTENTION EXHIBITORS!

Do you have trouble getting pictures? . . . Then take advantage of my 15 years experience and let me book—ART, OFF-BEAT, $EXPLOITATION.

Call now or write:

JOE ORNSTEIN

424 Beach 67th St., Arverne, L.I., 92, New York

Phone GRanite 4-3578

DETROIT

Announcement comes from the Woodmont Corporation, operators of the nation's second largest theatre, the Fox, that the resignation of managing director Joseph J. Lee has been accepted and he has been replaced by William Brown. Brown came to the Fox when it was under the aegis of National Theatres, and headed by the late David Idzel, when Brown was 16 years old, 18 years ago. Beginning as an usher he moved up occupying just about every position in exhibition, including assistant treasurer and house manager.

Lee, a show business dean, was with 20th Century-Fox for over 30 years, resigning several years ago as branch manager here. Two years ago, when National relinquished its lease on the Fox, he replaced Robert Bothwell. It is understood Lee will devote himself to Y.M.C.A. work, where he has been active as an officer. . . . "Francis of Assisi" opened last Wednesday at the Grand Circus. The premiere here was for the benefit of and sponsored by the Auxiliary of the Holy Cross Hospital.

JACKSONVILLE

Walter Johnson, veteran Warner Bros. booker, devoted his annual vacation leave to learning the duties of fatherhood as Mrs. Johnson gave birth to their first child, a daughter named Linda Ann. . . . Sarah Keller, local WOMPI president, and Edna Nofal, second vice-president, have been named as delegates to the national WOMPI convention in Charlotte during September. Alternate delegates are board members Philomena "Phil" Eckert and Dorothy "Dot" Zeitlinger. . . . It is expected that a majority of local WOMPI members will attend the Charlotte gathering as the membership has already paid for the chartering of an air-conditioned Greyhound bus which will be driven by the husband of WOMPI member Myrtis Williams. . . . The local WOMPI has volunteered its services to exhibitors in assisting with theatre audience collections for the Will Rogers Memorial Hospital under the chairmanship of Myrtis Williams. . . . Leon Brandt, Lopert Films executive from New York, came in for visits with theatre circuit leaders and bookers. . . . Fred Hull, MGM manager, left for business sessions with exhibitors in St. Petersburg and Miami. . . . Tommy Hyde, general manager, Kent Theatres from Vero Beach, spent a few days here inspecting operations at the firm's Main Street and Southside drive-ins and the Beach. . . . Bill Haines, UA manager in Atlanta, was a visitor at the office of Byron Adams, local UA manager. . . .

MIAMI FLA., NEWS — Wometco Enterprises, Inc., has taken over the Normandy, formerly operated by Claughton Company, and has renamed it the Normandie. The theatre, located in Miami Beach, is now playing art pictures in conjunction with Wometco's Parkway and Art Gallery, Miami. Refurbishing and remodeling is under way, and Harvey Fleischman, district manager, expects the theatre to soon be in a class with the Parkway, Mayfair, and Sunset Art. When the Parkway opened with its current art policy, patrons attended from as far away as Hollywood, in Broward County. Cecil Allen, manager, Surf, which is across the street from the Normandie, is currently supervising both houses. . . . Bob Ross is now chief of purchasing, Wometco Enterprises, Inc., with Buck Price his assistant. . . . Wometco Enterprises, Inc., reported its net income after taxes for the first 24 weeks of 1961 was up to 20.8 per cent over the same period in 1960. Net income after taxes for the period was $592,010, as compared to $490,235 in 1960. The interim report for the 24 weeks ended June 17, shows gross income of $6,813,603. Gross income in 1960 was $5,526,953. Per share earnings for the first 24 weeks on 1961 was 59 cents, as compared to 51 cents in 1960. . . . Miss France appeared at Claughton's Trail, Coral Gables, to launch the first Miami showing of "Fanny." She was introduced from the stage by Edward N. Claughton.

MEMPHIS

"This Is Cinerama," which opened here July 27 at Loew's Palace, continues to play to near capacity houses. The night of July 30, over a hundred were turned away, according to Zeva Yoran, Palace manager. Palace is offering matinees Wednesdays, Saturdays, and Sundays, with $1.75 as top price; at night Sunday through Thursday, top is $1.75 also; with the Friday and Saturday night price being $2.00 top. . . . "Tammy, Tell Me True" was selected as the Family Movie of the Month by Better Films Council, Mrs. Dixie Wallace, president, and Mrs. James Fay Hall, film reporter, in charge of the selection. Adult Movie of the Month selected was "By Love Possessed." . . . James H. Linville is now operating Cameo, Collinwood, Tenn. . . . Scenic Drive-In, North Little Rock, Ark., has ceased operation. . . . Clint, Mulberry, Ark., has resumed operation after being closed for a number of weeks. . . . When Cinerama came to Loew's Palace, popcorn went out. It was also banned for "Ben-Hur." Since Palace is permanently a Cinerama house, it may be the last popcorn crunch has been made there. . . . Skyvue Drive-In, Jonesboro, Ark., was burglarized of $58 and an undetermined amount of merchandise. Jerry W. Harris, Memphis, truck driver for Film Transit, discovered the burglary when he made a midnight delivery to the drive-in. . . . Halls, Halls, Tenn., has ceased operation. . . . The Early Maxwell Associates promoted Cinerama at Loew's Palace, introducing several new ideas in film promotion and publicity, one of which was to have the Memphis Downtown Association, a group of leading downtown merchants, sponsor the premiere of "This Is Cinerama." "We should learn a lot about the territory's audience potential from our promotion of 'This Is Cinerama,'" states Maxwell, who is an old friend of Ernie Emerling, Loew's Theatres advertising and publicity director, who was manager of Loew's Palace in Memphis in the 1920's.

NEW HAVEN

A common pleas court suit for $16,000 has been brought against the Groton Drive-In, Groton, Conn., operated by Groton Open Air Theatre Inc., by Norman Harrison of Groton and his son, Daniel, a minor. The complaint asserts that Daniel was sitting in the front seat of a car at the theatre on July 22, 1960, a speaker attached to the right front window. A pedestrian tripped over the speaker cord, causing the speaker to fly into the vehicle and strike Daniel, it is alleged. Negligence is charged in that the area allegedly was almost totally dark, making it virtually impossible for the pedestrian to see the cord. Injuries claimed include a broken tooth and gum lacerations. The youth seeks $10,000 and the father wants $6,000 to cover medical expenses. . . . Doug Amos, general manager, Lockwood and Gordon Theatres, has announced appointment of Allan Brunner as manager, Cine Webb, Wethersfield, Conn., succeeding William F. Murphy, who becomes managing director of the Cinerama (formerly Colonial), Hartford. Brunner, at one time manager, Art

(*Continued on page 22*)

ABSENT MINDED PROFESSOR (BV)

Radio City, New York ($163,100)	7 wk.	....104%
Music Hall, Seattle ($7,100)	5 "	....176%
Memorial, Boston ($17,900)	5 "	....115%
State-Lake, Chicago ($25,000)	11 "	....110%
Michigan, Detroit ($20,300)	5 "	.... 97%
Fox, San Francisco ($12,300)	4 "	....117%
Stanley, Philadelphia ($18,700)	8 "	.... 88%
Brown, Louisville ($8,700)	5 "	....146%
Loew's Midcity, St. Louis ($11,300)	6 "	....107%
State, Omaha ($5,200)	5 "	....146%
Music Box, Seattle ($5,700)	5 "	.... 97%

ANGEL BABY (AA)

Palms, Detroit ($24,800)	1 "	.... 71%
Paramount, Boston ($16,800)	1 "	.... 88%
Admiral-Chief-Skyvue, Omaha (No. Ave.)	1 "	Ave. $10,000
Randolph, Philadelphia ($13,000)	1 "	.... 60%
Golden Gate, San Francisco ($19,700)	1 "	.... 61%

BY LOVE POSSESSED (UA)

United Artists, Chicago ($20,800)	4 "	.... 82%
Stanton, Philadelphia ($13,400)	4 "	.... 75%
Madison, Detroit ($16,000)	2 "	.... 98%
United Artists, San Francisco ($13,500)	2 "	.... 71%
Paramount, Seattle ($12,300)	2 "	.... 60%
Orpheum, Boston ($12,400)	3 "	....113%
Loew's, St. Louis ($13,000)	2 "	....123%
Chief-Skyvue, Omaha (No. Ave.)	2 "	Ave. $8,300
Capitol, New York ($45,900)	3 "	.... 64%
United Artists, Louisville ($9,000)	1 "	....138%

DEADLY COMPANIONS (PATHE)

Loew's, St. Louis ($13,000)	1 "	.... 81%
Warfield, San Francisco ($10,000)	1 "	.... 75%

EXODUS (UA)

Warner, New York ($21,900)	34 "	....117%
Saxon, Boston ($18,400)	28 "	....123%
Cine Stage, Chicago (No. Ave.)	31 "	Ave. $20,500
Boyd, Philadelphia ($21,700)	25 "	....100%
Mercury, Detroit ($14,300)	18 "	....140%
Alexandria, San Francisco ($12,500)	20 "	....130%
Blue Mouse, Seattle ($10,600)	11 "	....103%
Esquire, St. Louis ($12,500)	12 "	.... 99%
Admiral, Omaha (No. Ave.)	5 "	Ave. $7,400
Brown, Louisville ($8,700)	5 "	....129%
Ambassador, St. Louis ($10,700)	2 "	....126%
United Artists, San Francisco ($13,500)	1 "	....141%

FANNY (WB)

Blue Mouse, Seattle ($10,600)	6 "	.... 66%
Randolph, Philadelphia ($13,000)	5 "	....117%
Esquire, St. Louis ($12,500)	5 "	....112%
Radio City, New York ($163,000)	5 "	....116%
Saxon, Boston ($18,400)	5 "	....117%
Mary Anderson, Louisville ($6,100)	2 "	....114%
Madison, Detroit ($16,000)	4 "	.... 98%
Chicago, Chicago ($28,100)	4 "	....136%
Omaha, Omaha ($7,700)	1 "	....117%
Paramount, San Francisco ($15,200)	1 "	....151%

FRANCIS OF ASSISI (20TH-FOX)

Warfield, San Francisco ($10,000)	3 "	....114%
Paramount, Boston ($16,800)	2 "	.... 61%
Oriental, Chicago ($27,000)	3 "	.... 84%
Rivoli, New York ($24,800)	2 "	....146%
Stanley, Philadelphia ($18,700)	2 "	.... 64%

GIDGET GOES HAWAIIAN (COL.)

Fifth Avenue, Seattle ($7,900)	3 "	....102%
St. Louis, St. Louis ($12,500)	2 "	....104%
Michigan, Detroit ($20,300)	2 "	.... 81%
United Artists, Louisville ($9,000)	1 "	....100%
Pilgrim, Boston ($9,500)	1 "	.... 95%

GOODBYE AGAIN (UA)

Astor, New York ($25,900)	5 "	.... 88%
Fine Arts, New York ($9,900)	6 "	....118%
Goldman, Philadelphia ($12,800)	3 "	.... 89%
Michigan, Detroit ($20,300)	2 "	.... 81%
United Artists, San Francisco ($13,500)	3 "	.... 74%
United Artists, Chicago ($20,800)	1 "	....127%

GUNS OF NAVARONE (COL.)

Criterion, New York ($27,300)	6 "	....244%
United Artists, Detroit ($19,700)	5 "	....110%
State-Lake, Chicago ($25,000)	6 "	....140%
St. Francis, San Francisco ($13,200)	6 "	....155%
Fox, Philadelphia ($14,800)	4 "	....226%
Loew's, St. Louis ($13,000)	3 "	....169%
Gary, Boston ($10,300)	4 "	....291%
Orpheum, Omaha ($8,700)	1 "	....207%
Fifth Avenue, Seattle ($7,900)	1 "	....190%

HOMICIDAL (COL.)

Palms, Detroit ($24,800)	2 "	.... 80%
Paramount, San Francisco ($15,200)	2 "	....110%
Coliseum, Seattle ($8,600)	2 "	....107%
Omaha, Omaha ($7,700)	1 "	....117%
Pilgrim, Boston ($9,500)	1 "	.... 98%
Stanton, Philadelphia ($13,400)	2 "	....107%

HONEYMOON MACHINE (MGM)

Warfield, San Francisco ($10,000)	1 "	....140%

HOUSE OF FRIGHT (AIP)

Admiral-Chief Skyvue, Omaha (No Ave.)	1 "	Ave. $10,000

LADIES MAN (PAR.)

Oriental, Chicago ($27,000)	3 "	.... 90%
Palms, Detroit ($24,800)	2 "	.... 71%
St. Louis, St. Louis ($12,500)	2 "	....112%
Pilgrim, Boston ($9,500)	1 "	.... 85%
Omaha, Omaha ($7,700)	1 "	....138%
Ohio, Louisville (No Ave.)	2 "	Ave. $6,700
Coliseum, Seattle ($8,600)	2 "	....100%
Paramount, San Francisco ($15,200)	2 "	....112%

LA DOLCE VITA (ASTOR)

Henry Miller, New York (No Ave.)	16 "	Ave. $22,500
Gary, Boston ($10,300)	12 "	....132%
Todd, Chicago (No Ave.)	8 "	Ave. $19,200
Boyd, Philadelphia ($21,700)	3 "	.... 78%
Clay-Larkin, San Francisco (No Ave.)	3 "	Ave. $23,200
T-L Krim, Detroit ($5,200)	4 "	....391%
Music Box, Seattle ($5,700)	3 "	....139%

LAST SUNSET (U-I)

State-Lake, Chicago ($25,000)	3 "	.... 79%
Orpheum, Omaha ($8,700)	1 "	.... 86%
Fox, St. Louis ($14,300)	2 "	....112%
Palace, New York ($22,500)	6 "	.... 90%
Music Box, Seattle ($5,700)	2 "	.... 95%
Goldman, Philadelphia ($12,800)	4 "	.... 82%
Golden Gate, San Francisco ($19,700)	3 "	.... 70%
Kentucky, Louisville ($7,600)	3 "	.... 82%
Metropolitan, Boston ($11,600)	1 "	....142%

LAST TIME I SAW ARCHIE (UA)

Stanley, Philadelphia ($18,700)	2 "	.... 60%
Coliseum, Seattle ($8,600)	1 "	.... 86%
United Artists, San Francisco ($13,500)	2 "	.... 63%
Victoria, New York ($19,000)	5 "	.... 68%
Madison, Detroit ($16,000)	2 "	.... 94%
Orpheum, Boston ($12,400)	1 "	.... 76%
United Artists, Louisville ($9,000)	1 "	.... 68%
Loew's Midcity, St. Louis ($11,300)	2 "	....128%
Roosevelt, Chicago ($21,000)	2 "	.... 65%
Chief-Skyvue, Omaha (No Ave.)	1 "	Ave. $10,000

LOVE IN A GOLDFISH BOWL (PAR.)

Omaha, Omaha ($7,700)	1 "	.... 61%
Golden Gate, San Francisco ($19,700)	1 "	.... 60%

MORGAN THE PIRATE (MGM)

Loew's, St. Louis ($13,000)	1 "	.... 71%
Warfield, San Francisco ($10,000)	2 "	....100%
State, Omaha ($5,200)	1 "	.... 99%
United Artists, Louisville ($9,000)	1 "	.... 66%
Music Hall, Seattle ($7,100)	1 "	.... 60%
Fox, Detroit ($12,600)	1 "	.... 96%

NAKED EDGE (UA)

Victoria, New York ($19,000)	6 "	....123%
Orpheum, Boston ($12,400)	3 "	....100%
Palms, Detroit ($24,800)	2 "	.... 64%
Paramount, Seattle ($12,300)	1 "	.... 63%
Viking, Philadelphia ($7,000)	3 "	....156%
Admiral-Chief-Skyvue, Omaha (No Ave.)	1 "	Ave. $13,500
Oriental, Chicago ($27,000)	1 "	....178%

NIKKI, WILD DOG OF THE NORTH (BV)

Goldman, Philadelphia ($12,800)	1 "	.... 64%
Fox, San Francisco ($12,300)	2 "	....103%
Roosevelt, Chicago ($21,000)	3 "	.... 80%
Music Hall, Seattle ($7,100)	2 "	.... 89%
Michigan, Detroit ($20,300)	1 "	.... 74%

ON THE DOUBLE (PAR.)

Goldman, Philadelphia ($12,800)	2 "	.... 99%
Rivoli, New York ($24,800)	5 "	.... 76%
Metropolitan, Boston ($11,600)	3 "	....122%
Michigan, Detroit ($20,300)	2 "	.... 81%
Esquire, Chicago ($13,500)	5 "	....100%
St. Louis, St. Louis ($12,500)	1 "	.... 83%

PARENT TRAP (B.V.)

Woods, Chicago ($25,100)	5 "	....101%
Capitol, New York ($45,900)	4 "	.... 68%
Midtown, Philadelphia ($10,400)	7 "	.... 92%
Metropolitan, Boston ($11,600)	5 "	....112%
Loew's, Midcity, St. Louis ($11,300)	6 "	....121%
Fifth Avenue, Seattle ($7,900)	3 "	....149%
Grand Circus, Detroit ($13,000)	6 "	....112%
United Artists, Louisville ($9,000)	3 "	....127%
Fox, San Francisco ($12,300)	3 "	....142%
State, Omaha ($5,200)	4 "	....152%
Paramount, Seattle ($12,300)	3 "	.... 65%

PARRISH (WB)

Radio City, New York ($163,100)	4 "	.... 88%
Chicago, Chicago ($28,100)	3 "	.... 84%
Stanley, Philadelphia ($18,700)	3 "	.... 70%
Orpheum, Omaha ($8,700)	2 "	.... 90%
Fox, St. Louis ($14,300)	2 "	....112%
Music Hall, Seattle ($7,100)	2 "	.... 73%
Michigan, Detroit ($20,300)	1 "	.... 94%
Mary Anderson, Louisville ($6,100)	3 "	....102%
Paramount, San Francisco ($15,200)	2 "	.... 99%
Memorial, Boston ($17,900)	4 "	....100%

PLEASURE OF HIS COMPANY (PAR.)

Chicago, Chicago ($28,100)	4 "	.... 80%
Arcadia, Philadelphia ($13,200)	6 "	.... 77%
Golden Gate, San Francisco ($19,700)	4 "	.... 71%
Radio City, New York ($163,100)	5 "	.... 96%
Ambassador, St. Louis ($10,700)	4 "	....114%
Grand Circus, Detroit ($13,000)	2 "	....131%
Paramount, Boston ($16,800)	4 "	.... 66%
Ohio, Louisville (No Ave.)	3 "	Ave. $7,500
Orpheum, Omaha ($8,700)	2 "	....102%
Fifth Avenue, Seattle ($7,900)	2 "	....106%

RAISIN IN THE SUN (COL.)

Forum, New York ($19,700)	13 "	.... 85%
Adams, Detroit ($9,800)	5 "	....119%
St. Francis, San Francisco ($13,200)	3 "	.... 89%
Fifth Avenue, Seattle ($7,900)	1 "	....181%
Midtown, Philadelphia ($10,400)	5 "	.... 83%
Orpheum, Omaha ($8,700)	1 "	.... 60%
Roosevelt, Chicago ($21,000)	3 "	.... 87%
Pageant, St. Louis ($4,100)	6 "	.... 68%
Capri, Boston ($8,100)	4 "	....124%

ROMANOFF AND JULIET (U-I)

Stagedoor, San Francisco ($5,000)	2 "	....130%
Exeter, Boston (No Ave.)	6 "	Ave. $5,700
Shady Oak, St. Louis (No Ave.)	3 "	Ave. $3,000
Esquire, Chicago ($13,500)	1 "	....111%

THE Tip-off ON BUSINESS

An Exclusive MOTION PICTURE EXHIBITOR Estimate, based on data assembled by an experienced field staff, and drawn from other industry sources.

Average reported grosses for a preceding 13-week period are used as a comparative. This estimate covers features in more than 300 first-run engagements.

*INDICATES ESTIMATED AVERAGE WEEKLY GROSS OF THEATRE FOR THE FIRST 13 WEEKS OF 1960

OTHER FIGURES INDICATE ESTIMATED AVERAGE WEEKLY GROSS OF THAT THEATRE FOR THIRD 13 WEEKS OF 1960.

SNOW WHITE AND THE THREE STOOGES (20TH-FOX)

Coliseum, Seattle ($8,600)	1 "	.... 74%
Stanley, Philadelphia ($18,700)	2 "	.... 60%
Paramount, New York ($32,700)	2 "	.... 69%
Fox, San Francisco ($12,300)	1 "	.... 74%
Fox, St. Louis ($14,300)	1 "	....112%
Fox, Detroit ($12,600)	1 "	....118%
Omaha, Omaha ($7,700)	1 "	....104%
Kentucky, Louisville ($7,600)	1 "	.... 61%
Paramount, Boston ($16,800)	1 "	....160%

SPARTACUS (U-I)

DeMille, New York (*$13,700)	45 "	....156%
McVickers, Chicago (*$16,200)	23 "	....104%
Astor, Boston ($8,700)	28 "	....117%
Goldman, Philadelphia ($12,800)	22 "	.... 96%
Madison, Detroit ($16,000)	21 "	....103%
Music Box, Seattle ($5,700)	15 "	....135%
Esquire, St. Louis ($12,500)	16 "	....104%
United Artists,San Francisco($13,500)	15 "	....122%
Brown, Louisville ($8,700)	8 "	.... 98%
Dundee, Omaha (No Ave.)	11 "	Ave. $5,000
Loop, Chicago ($5,000)	7 "	....235%
Mercury, Detroit ($14,300)	8 "	.... 97%
Ambassador, St. Louis ($10,700)	3 "	....129%

TAMMY, TELL ME TRUE (U-I)

Golden Gate, San Francisco ($19,700)	2 "	.... 64%
United Artists, Chicago ($20,800)	3 "	....107%
Omaha, Omaha ($7,700)	1 "	....130%
Fox, St. Louis ($14,300)	2 "	....137%
Kentucky, Louisville ($7,600)	2 "	.... 79%
Music Hall, Seattle ($7,100)	1 "	....106%
Palace, New York ($22,500)	2 "	....100%
Memorial, Boston ($17,900)	2 "	.... 78%

TWO LOVES (MGM)

Oriental, Chicago ($27,000)	2 "	.... 71%
Arcadia, Philadelphia ($13,200)	3 "	.... 67%
Blue Mouse, Seattle ($10,600)	1 "	.... 60%
Warfield, San Francisco ($10,000)	1 "	.... 80%
Loew's, St. Louis ($13,000)	1 "	.... 66%
Grand Circus, Detroit ($13,000)	2 "	.... 77%
Mary Anderson, Louisville ($6,100)	1 "	.... 69%
Rivoli, New York ($24,800)	5 "	.... 60%
Orpheum, Boston ($12,400)	1 "	.... 99%

TWO RODE TOGETHER (COL)

Fox, Philadelphia ($14,800)	2 "	.... 81%
Palms, Detroit ($24,800)	1 "	.... 70%
Orpheum, Omaha ($8,700)	1 "	.... 87%

VOYAGE TO THE BOTTOM OF THE SEA (20TH-FOX)

Arcadia, Philadelphia ($13,200)	3 "	.... 61%
Paramount, New York ($32,700)	3 "	.... 75%
Fox, Detroit ($12,600)	2 "	....111%
Woods, Chicago ($25,100)	2 "	.... 86%
Fox, San Francisco ($12,300)	1 "	....122%
Omaha, Omaha ($7,700)	1 "	.... 84%
Fox, St. Louis ($14,300)	1 "	....141%
Coliseum, Seattle ($8,600)	2 "	.... 99%

NEW HAVEN (*Continued from page 20*)

Cinema, Providence, R. I., had been managing the Chelmsford Drive-In, Chelmsford, Mass., in recent months. . . . Eight suburban Hartford drive-ins have revised their admission prices upward, the move characterized as a general leveling off from previously erratic price scheduling. Outdoor Theatre Corporation's Pike has boosted price from 75 to 90 cents; E. M. Loew's Hartford has gone from 75 to 85 cents; the Lockwood and Gordon East Hartford and East Windsor increase from 75 to 90 cents; Blue Hills boosts from 75 to 85 cents; and E. M. Loew's Farmington goes from 75 to 90 cents. The Berlin and Manchester went from 75 to 90 cents some weeks ago. . . . Brooks LeWitt, owner, Berlin Drive-In, provides free boat rides for youngsters on the theatre's lake. Accompanying adults are charged 50 cents. . . . The Nutmeg Theatre Circuit, Inc. (Leonard Sampson, Robert Spodick, and Norman Bialek), has added a fifth Connecticut situation, acquiring, for an undisclosed sum, the 500-seat Brooklawn, Fairfield, suburban Bridgeport, from the John Dombi interests. Upwards of $175,000 will be spent in a major remodeling, the Sampson-Spodick-Bialek interests to reopen the theatre on an art theatre policy—probably with title of the County Cinema—after Labor Day. S-S-B currently operates the Crown and Lincoln, New Haven; Norwalk, Norwalk; and Fine Arts, Westport. The Brooklawn, operated on a subsequent-run policy, was built just prior to outbreak of World War II. . . . Interstate of New England general manager Jim Mahoney reports "surprisingly effective" results from a just-completed four-week promotion tie-up with Pleasure Island, Wakefield, Mass., amusement park, by the Bradley, Putnam, Conn. (Wilbur Neumann, resident manager), and the Quinebaug Drive-In, Quinebaug, Conn. (Skip Scpanski, resident manager). Under the plan, 25 free passes were awarded to lucky ticket holders at four successive Saturday matinees at the Bradley and similar number of evening performances at the drive-in.



Max Chasens, owner, Capitol, Atlantic City, N.J., was honored recently with a coveted trophy for his advertising, publicity, exploitation campaign on Lopert's "Never On Sunday" which has passed its 15th week mark at the theatre. Norman Weitman, Lopert sales executive, is seen making the award to Chasens.

NEW ORLEANS

Recording star Jimmy Clanton will appear in person at Loew's State premiere of United Artists' "Teenage Millionaire." . . . Robert Williams, former porter, Page Baker's Theatre Owners Service, died in his sleep at the age of 41. . . . The Royal, Marrero, La., has been leased to Freddie Washington by Mrs. Ed Thomasie. Dark for some time, it will be operated as a Negro house. . . . Karen Durel, daughter of Henry Smith and the lat Carmen Smith, gave birth to an eight pound girl; her first child and Smith's first grandchild. . . . W. O. Williamson, Jr., Warners division manager, was in for a branch visit. . . . Three theatres in the grass roots region of Louisiana dark for a long time have reopened. They are the Iota, former Royal, Iota, La., by Tom Meyers and D. J. Wriburg; the Rebstock at Golden Meadows by Irving Bourg, who has leased it from J. J. Rebstock; and the Bob, Abbeville, by F & R Enterprises with Robert deGraauw at the helm.

PHILADELPHIA

On its recent visiting day Variety Club of Philadelphia, Tent 13, Camp, held a dedication of a grove of trees in memory of deceased barkers. With more than 500 persons present, the dedication was made by Ralph W. Pries, and Rabbi Theodore Gordon, while speeches were made by Lester Wurtele, Chief Barker, Tent 13; and Edward Emanuel, International Chief Barker, Variety Clubs International. . . . Ray Schwartz, popular local exhibitor, underwent a gail bladder operation. . . . Bob Thompson, of the Paramount local branch, is looking for a used organ for his home. . . . Stanley Company of America Inc. has leased the third and fourth floors in the Wellington Apartment Building, 19th and Walnut Streets, for a long term of years at an aggregate rental of $450,000. The Stanley Company was the first to sign a commercial lease for the converted building starting in the fall. . . . Wayne P. Lavin, booker, Fanfare Films, is leaving to study for a "Liberal Arts Degree" at St. Norbert College, De Pere, Wisc. . . . Due to popular request Barnard L. Sackett showed Al Jolson in "The Jazz Singer" and Rudolph Valentino in "The Eagle" at his "Nickelodeon Nights" presentations at the Quarterdeck Theatre, Atlantic City, N.J. . . . Marty Goldberg, assistant manager, Milgram's Fox, has been named general manager of the Milgram circuit. . . . Little Stevie Shipps, at the Fox for 19 years, has been placed in charge of all Milgram Theatres advertising. . . . Louis Denicolo took over the Howard and reopened it after some remodelling. Booking is through Milgram Buying and Booking Service.

SAN ANTONIO

A new summer policy has been announced for the Woodlawn where "Spartacus" is currently being shown. The film will be shown on a no reserved seat policy, with continuous showing. New summer admission prices have also been announced. Monday through Friday from 1 to 4 p.m., adults are $1; after 4 p.m., adult prices are $1.25; and on Saturday and Sundays, all day, the adult admission is $1.50. At all showings, children admission is 50 cents with Movie Discount Card price being 75 cents. . . . John Santikos, operator, Olmos, has "Exodus" for a run at popular prices. . . . The Prince, operated by Lone Star Theatres, has increased its admission price for adults to 60 cents since it has switched to its Latin-American first run policy. . . . Virginia Grey, Hollywood actress was in briefly on behalf of "Tammy Tell Me True." Lynn Krueger, manager, Majestic, donned a chef's garb to serve the actress at a luncheon given in her honor. . . . Sam L. Kennedy of this city has leased the Trail Drive-In, Pleasonton, Tex., from W. D. Glasscock, who has his headquarters here. Kennedy plans to rename the drive-in the Joyce. . . . Bill Rau, who operates the Alamo Booking Service, is the new owner of the Holiday Drive-In and the Texas, indoor house, at Burnet, Tex., which he has acquired from Tommie J. White. . . . The Fiesta Drive-In, El Paso, Tex., has been leased by William M. Burke from owner J. B. Beesom, Odessa, Tex. Burke has a 10 year lease and an option to buy. However, the equipment was purchased outright, and the concession is currently leased to ABC Vending Co. Booking and licensing will continue to be handled by the Adrian Upchurch Agency of Dallas. A general remodeling of the Fiesta Drive-In is scheduled. . . . L. R. DuBose, Majestic, Cotulla, Tex., is the proud father of a baby son named Adam Clayton. . . . Al Banks is the new projectionist at the Fiesta Drive-In, El Paso, Tex., coming from the Longview-Marshall, Tex., area.

PROGRESSIVE ELECTRIC CONSTRUCTION CO INC.
240 N. 13th STREET • PHILADELPHIA 7, PA.
Theatre Installations and Maintenance



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PHYSICAL THEATRE • EXTRA PROFITS



Cover photo shows entrance to the lobby of Stanley Warner's new Strand in Albany, New York. Theatre presents beautiful and modern design, as evidenced by this picture. Notice extensive use of glass, flowing curtains, and well-placed greenery, all highlighted by attractive lighting fixtures. See page PE five for picture story.

Volume 16 **Number 8**

August 16, 1961

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.



Put 'em together and sell more of both

For merchandising assistance, see your representative from The Coca-Cola Company, or write: Manager, Theatre a Concessions, Dept. S-T, The Coca-Cola Company, P. O. Drawer 1734, Atlanta, Georgia

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EDITORIAL

Supply Dealers

More than ever before in the history of our industry, we find the supply dealer an indispensable friend in time of need. It is he who serves us well in every facet of our newly complex operation. It is he who helps us to solve our problems, whether they be the breakdown of a projector or the decoration and equipping of a new theatre.

Our industry has grown quite complex during the past decades of constant progress. We now have equipment that is not to be equalled throughout the world. Our projection and sound reproduction techniques are the best to be found anywhere, and it is our supply dealer who helps us maintain these high and complex standards of operation.

The supply dealer understands and knows the needs of his clients. He is the person who tells the manufacturer what is needed in the projection booth, as well as in all other parts of the theatre. The supply dealer knows about the available equipment and its limitations as well as its features. He knows the prices of equipment and also knows the value of it, both new and used.

And the supply dealer is often the person whom the manufacturer contacts when plans are set up for a special research program or census. It is the man who comes to your theatre in time of need that makes frequent suggestions to the manufacturer about ways in which a particular product can be better developed.

We are all familiar with the job of the supply dealer in his immediate role: to sell and service equipment. But too often we forget that he is usually an expert in many phases of theatre operation. And we should seek his advice often—before its too late to change costly installations. Because the dealer is in constant contact with the most modern equipment, our theatre architects, decorators, and engineers constantly rely on his careful judgement and vast knowledge. As theatremen, shouldn't we do the same?

Each year, we tell our readers something about their supply dealer. Each year we explain some portion of his work-day: how he constantly helps theatremen. This year, we of the Physical Theatre Department suggest that you contact your supply more often; that you build a stronger relationship with him. Let him learn more about your operation, and take his advice about the ways in which you can improve your theatre and increase your profits.

Remember that your suppy dealer is available at all times. He is willing and able to advise you concerning the purchase of new or used equipment, the installation of such equipment, and in general, the maintainance of your theatre.

Your patrons expect the best possible technical reproduction at your theatre, as well as comfort and cleanliness. With the help of your supply dealer, you can provide all of these things at a minimal cost.

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Have your patrons gone on strike against saggy, lumpy, uncomfortable seats? Don't compromise or arbitrate. The only way you can win is to call us for our low estimate on a complete rehabilitation job. You won't even miss a performance . . . and after it's done, every performance will find *more* of those bright, comfortable seats occupied!.

NOW AVAILABLE

The NEW "Urafoam" SEAT CUSHION

More durable, more comfortable, safer! Fire & moth resistant, won't lump, sag or discolor. Molded to "breathe" & may be cleaned. Priced reasonably. Ask for samples.

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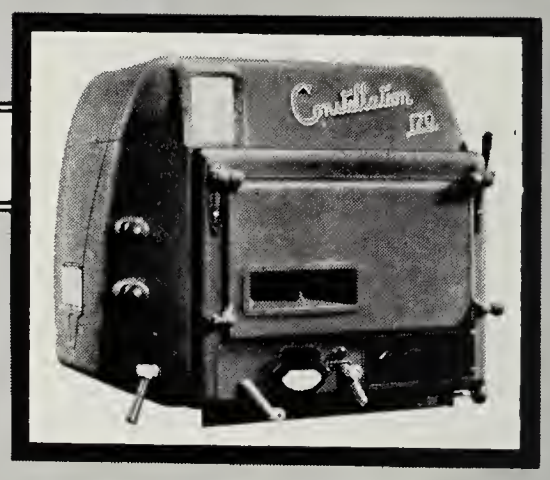
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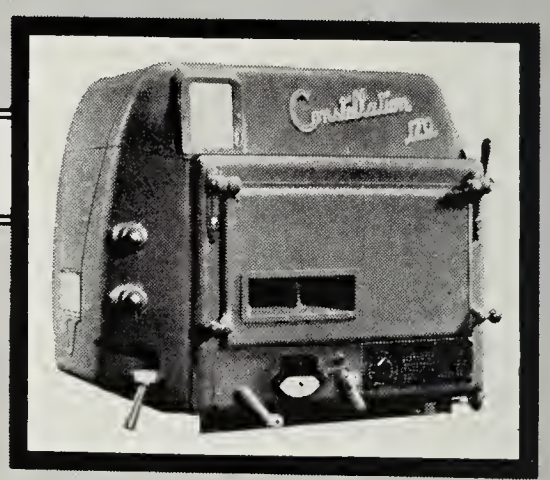
"170" Automatic Constant Intensity

PROJECTION ARC LAMP



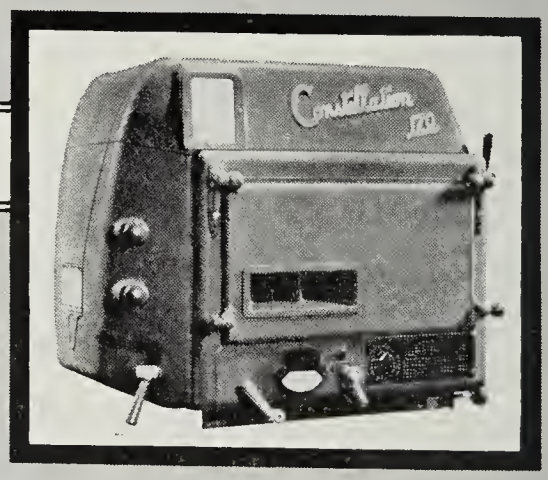
COOLER-CLEANER

A complete change of air 12 times a minute. Prevents smoke and soot from settling on the mirror. 30 degrees cooler than other high powered lamps. The cold type reflector is cooled by twice as much air as used in other lamps. Uses existing exhaust systems which work efficiently with arcs operating at 90 amperes or above.



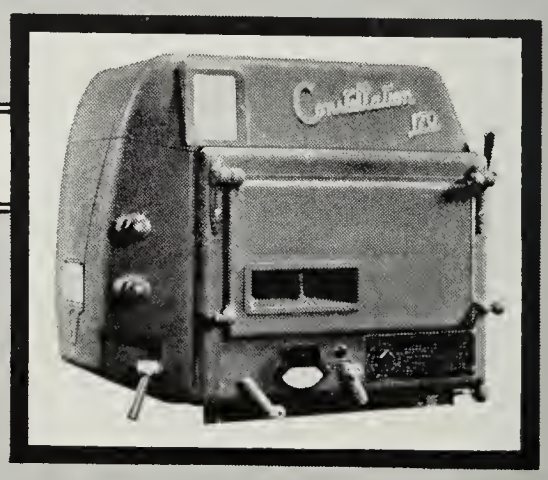
TROUBLE-FREE

Heavy duty pure silver carbon contacts. Fully enclosed single-piece water conducting tube for each contact. No water connections, no flexible conduit, no welded or clamped joints to break or leak at the contact.



MORE EFFICIENT

The spot is shaped to the dimensions of the aperture, eliminating the light waste of round spots. Accommodates full 20-inch 13.6 mm positive to project a double 35 or 70 mm reel more than lamps which cannot burn this length. The single adjustment feed control can be set to burn the desired number of inches of carbon per hour, from 7 to 22, by means of separate geared head motors.



MORE CONVENIENT

Integrated arc control system automatically maintains a uniform gap length with the crater accurately held at the focal point of the reflector, to maintain a screen light of constant intensity and color. Rear door permits easy retrimming, and cleaning of the reflector. Easy installation in low ceiling rooms.

NATIONAL THEATRE SUPPLY COMPANY

Branches Coast to Coast

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

SW STRAND REFURBISHED

Stanley Warner Theatres Company recently refurbished their Strand in Albany, New York. This was the first step in a civic program to rejuvenate North Pearl's Street, and at a cost of $400,000, the 35-year-old Strand was turned into a modern and attractive theatre.

Architect Drew Eberson utilized flat plain surfaces, new building materials, and harmonious color schemes to come up with the attractive results, as may be seen in this picture story.

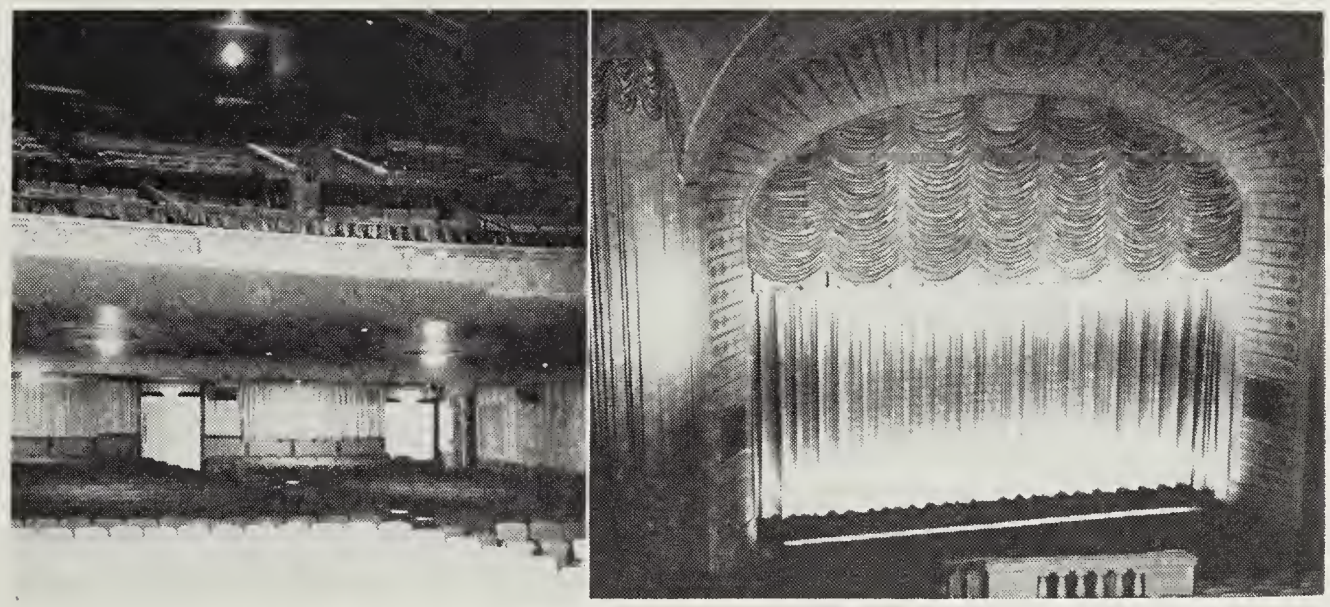
Sharing the credits with Eberson for the remodeling are: Allied Studios, draperies and stage settings; Ask Electric Company, lighting; Century Seating Company; Empire Glass Works; Fuller Painting Company; United Sign Company, and Panzieri-Henderson Inc., who was the general contractor.

Not shown in the pictures are the men's and ladies' rooms, located in a large alcove near the orchestra foyer. All of the toilet fixtures, as well as the wall treatment in the ladies' room are in coral. The men's room fixtures are Regency blue with wall tile to match.

New equipment includes a 44-feet screen, permitting exhibition of all the new wide process films. High fidelity realism is achieved by a new system of "wrap-around" amplifiers placed throughout the auditorium.



Above photo shows exterior of Strand. Notice that theatre lobby adjoins with office building, thereby presenting smooth construction lines. Extensive use of glass, flat aluminum and porcelain panelling present a most attractive modern front. Below, photos show auditorium with new seating, modern lighting, and beautiful curtains. Theatre screen, not shown, was enlarged for better viewing. Walls are painted in gray pastel shades, drapes are gold, and carpets are red.



Photos below show interior entrance to balcony (left) and mezzanine lounge. Balcony entrance also leads to rest rooms. Notice simplicity of interior decorations, in keeping with the overall modern motif of the theatre. Modern painting seen at left was created by Peter Cohen, well-known New York artist. At right, attractive mezzanine lounge features new furniture, latest model drinking fountain. Spot-lights in ceiling provide soft-light atmosphere for patrons who wish to relax between shows.

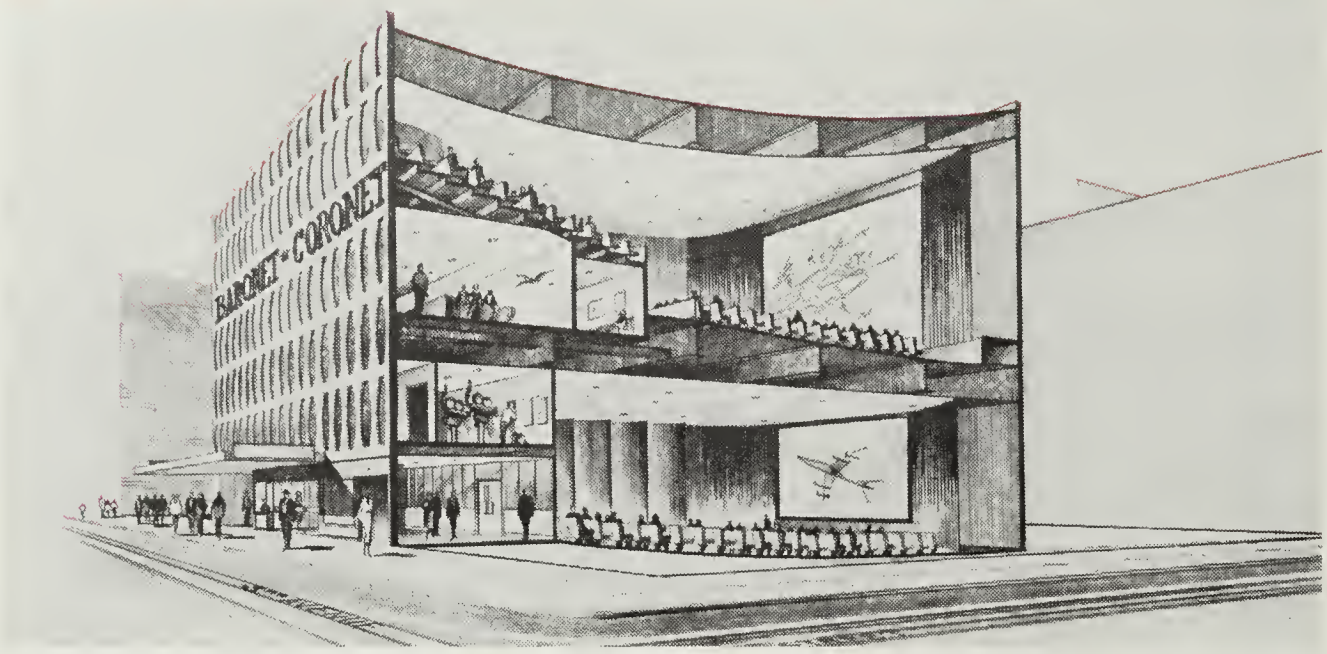




PHYSICAL THEATRE

Vol. 16, No. 7 **August 16, 1961**

Double Hard-Top Planned



Plans for a $1,500,000 theatre construction and reconstruction program will turn the present Baronet on Third Avenue and 59th Street, New York City, into a 'cinema-atop-a-cinema,' to be known respectively as the Coronet and Baronet Theatres, Walter Reade, Jr., president of Walter Reade, Inc., recently disclosed. The theatre circuit now owns and operates major theatres in New York and New Jersey.

The Baronet itself will undergo extensive interior and exterior renovations, and the new Coronet will come into being atop the present cinema. John J. McNamara, well known theatre architect, has designed the Coronet as a motion picture theatre that will embody several new and unique ideas in cinema construction, never before adapted anywhere in the world.

An "air curtain," marking the first of its kind for theatre use, will do away with the conventional door fronts. As conceived, the "air curtain" will provide a controlled temperature area leading from the street into the theatre proper. This cushion will maintain an even temperature regardless of weather conditions outside the theatre. The use of this extra open space thus provides additional lobby area room for the comfort and shelter of patrons, according to Reade. The lobby for the Coronet will be north of the Baronet.

To provide easy access to the upper floors of the Coronet, a new escalator with controlled up and down movement to facilitate the most effective handling of incoming and outgoing patrons will be installed. Instead of the usual concave or straight sloping ceiling that is found in most theatres, the Coronet will feature a convex ceiling that provides greater acoustic clarity as well as a more effective usage of the picture "throw" from the projection room. A hinge design will allow for the top of the mezzanine to be below the height of the average balcony.

The Coronet auditorium, seating approximately 600 persons, will be on the stadium plan, and the remodeled Baronet will be a one-floor construction with its own new lounge and rest rooms. Each theatre will have its own box office and entrance according to present plans. Both theatres, however, will share a new front extending sixty feet on Third Avenue. This front will be a terra cotta honeycomb design and the upper level fronting the Coronet promenade will be covered with tinted glass and decorator draperies during the day, which will be

(*Continued on page PE-15.*)

Drive-Ins Thrive On Half Year Profits

By Jim McSorley
Marketing Manager
Eprad, Inc.

The above headline may or may not be a startling statement to you but it certainly is true. Most drive-ins are basically planned for a six or seven month operation, which actually boils down to 14 good weeks during the summer season. Before expanding any further on these statements, let's look at a similar situation in another industry; perhaps, it is a little easier to be objective about some other business.

Let's assume that you are looking for a good stock to invest in. Your investigation narrows down to one substantial company in a good industry. You find that this company is building a big, new plant in which all of its manufacturing will be consolidated. Further investigation, however, reveals that the board of directors and management of this company have stated that the new plant will be run only six months a year, regardless of market and sales possibilities, fixed expenses, etc. Chances are this last fact would make you wonder about the management of this company and chances are that you would not buy this stock. Why invest in a company that is only interested in a half-time operation when it could be manufacturing and selling on a full-year basis?

Now, actually, isn't the above example similar in concept to the operation of many drive-ins now in existence and many being planned or under construction? It is, of course, the prerogative of the owners of a drive-in to run their theatre on a half-year basis if they so choose; but if the stock example above is an unwise investment, isn't a drive-in theatre on a half-year operational basis an unwise investment also? Remember, it's a big investment too.

To make a drive-in theatre a profitable year-round operation (52 weeks instead of 14 weeks), it only requires about an additional 10 percent investment for the installation of electric heaters, including wiring. Many theatre owners have a lot of reasons, really excuses, for not installing electric heaters but frankly, none of these hold water. It has been proved over and over again that the installation of good electric heaters in a well-managed theatre is very profitable. From a weather viewpoint and an increased profit viewpoint, most any drive-in in the Northern half of the United States should put in heaters. In fact, most drive-ins in what is considered the 'Mid-South' need heaters too. Let's not kid ourselves, you can keep a drive-in open year around, but if you don't make it comfortable for customers they just don't attend. Actually, if the temperatures in your area drop to 45 to 50 degrees or less on the majority of nights from October through May you should install electric heaters in your drive-in. If you don't think so, just try sitting in an automobile for three or four hours at a drive-in on a night when it's 45 degrees.

With heaters, a drive-in not only increases its yearly boxoffice grosses, but it can charge off fixed expenses such as insurance, taxes, depreciation, and manager's salary during a 52 week operation instead of a 26 week operation.

Many drive-in theatre owners who have installed Hot-Shot heaters have told us that they got back the whole cost of the heater installation in gross profits the first year. Here are operating percentage figures of three of these drive-ins to show you what heaters can do. One of these drive-ins is in a very large city, another is in a medium sized city, and the third drive-in is in a very small community. Here are the boiled-down facts on their cold weather operations which prove the merit of Hot-Shot heaters for drive-ins in any size community.

Big City Drive-In

Drive-In "A" is in a big city in the Northern part of the country. It has many competitors. This drive-in originally opened with heaters so no comparison can be made with and without heaters. However, you may be surprised at how 'even' the year-round grosses are. Taking the year's total grosses (which are substantial) as 100 percent, the figures by month of the total are as follows:

January 7.7; February 5.8; March 6.9; April 6.5; May 7.5; June 10.2; July 12.3; August 9.3; September 11.3; October 7.3; November 7.8; December 7.4.

Now by adding the months together and grouping them into seasons, you get the following:

June, July, August = 31.8 per cent
September, October, November = 26.4 per cent
December, January, February = 20.9 per cent
March, April, May = 20.9 per cent

Breaking these figures down a little further, you find that the business from Decoration Day through the Labor Day amounts to approximately 39 percent of the total yearly gross. By splitting the year into two segments such as Warm Weather (April, May, June, July, August, September) and Cold Weather (October, November, December, January, February, March), you find that the total Cold Weather grosses are 75 percent of the Warm Weather grosses.

Medium Size City

Drive-in "B" is in a medium-sized city (40,000 population) in what can be considered the Mid-South. This drive-in has 3 com-

(*Continued on page PE-18.*)

NO COMPETITION!

■ Popcorn means **EXTRA PROFITS** because it doesn't compete with your candy stand! ■ People prefer it pre-popped and heated, proven in theater sales! ■ This is the most popular popcorn machine because of its perfected service-free performance!



APCO'S POPCORN SHOPPE

USES PRE-POPPED CORN uniformly heated and served at just the right temperature — your assurance of quality and customer satisfaction.

SIMPLEST SERVICE-FREE OPERATION. No need for special ingredients or popping mechanisms. Revolutionary engineering streamlines your popcorn business for maximum profits, gives foolproof, pilferproof operation.

JUMBO 24-OUNCE CUP. Vends delicious hot popcorn in the most popular size container.

KEEPS SELLING AFTER CANDY STAND CLOSES. Has a tremendous 200-cup capacity and 225-cup popcorn capacity.

MODULAR CABINET. A match in style and dimensions with APCO SodaShoppes and the Continental 30-Column Corvette Cigarette Vendor for a beautiful unified front.

the ***BIG*** *profit-builder for theaters, amusement areas, kiddie parks!*

FOR INFORMATION, MAIL THIS COUPON NOW!

CONTINENTAL-APCO, Inc.
1270 Avenue of the Americas, New York 20, N.Y.

Gentlemen: Please rush me the facts and figures about APCO's Popcorn Shoppe.

Name_____

Address_____

City_____ Zone_____ State_____

ME-861

CONTINENTAL-APCO INC.

A Subsidiary of Continental Vending Machine Corp.

The World's Foremost Pioneers of Automatic Vending Equipment

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EXTRA PROFITS

Devoted exclusiveiy to refreshment operations at indoor and drive-in theaters, sales of confection, popcorn, beverages, food and other proát equipment, concession management and design. producing items, food preparation and vending

Lee Lapensohn, Editor

August 16, 1961

Selling More Popcorn

Phyllis Haeger
Public Relations Director
Popcorn Institute

Are you selling popcorn to five out of every ten people who enter your theatre? If you are not selling at least that, better take a good look at your merchandising methods.

It's a pretty safe guess that many concessionaires are not maintaining a record like that. In some ways, it's hard to understand. Movie merchandising, for example, is better than ever. Theatre owners are going all out to sell the public on the quality or modern motion pictures. Yet many of these same promotion-minded businessmen are overlooking to a great extent the one product that has been associated with movies longer than any other.

Too often, theatre merchandising stops at the door, just short of the counter which sells the product offering the highest profit margin of almost any commodity sold today.

Popcorn is sold in 99 percent of all theatres. An examination of concession records of one circuit which operates 37 theatres reveals that popcorn averages 400 percent gross profit; well above that of any other item sold.

NATIONAL SALES UP

On top of that, popcorn becomes a more popular snack with every passing day. Sales of popcorn are zooming. For example, 1960 saw a 10 percent increase over 1959, and the last 12 months were some 27 percent up over the same period of the year before.

People are eating more popcorn than ever, and this points up an obvious fact: in this day of hard-worn profits, no theatre can afford to neglect a single possibility in merchandising this universally-sold, high-profit item.

WHAT MAKES IT SELL?

The principles of successful popcorn selling are simple. Like everything else, however, they require constant attention from the seller. When adherence to these principles is neglected, sales invariably go down.

People buy popcorn simply for the immediate pleasure it promises them. Popcorn is perhaps more than any other food, an impulse item. That is, people buy it when they smell its aroma, see it popping, feel its warmth.

The foregoing reasons add up to one indisputable fact; popcorn, when properly presented, sells itself. The concessionaire's job, then, is simply to see that his popcorn is in a position to do a selling job.

How does he do this? By keeping a constant check on the five factors which determine the sale and resale of popcorn: the product itself; preparation and dispensing; equipment; location, and promotion.

Industry leaders bemoan the fact that too few concessionaires are aware of the basic principle in selling popcorn profitably; you must present a top quality product. Successful operators are unanimous in their agreement. Many declare that the Number One sales problem today stems from the fact that too many concessionaires are interested in making the largest immediate profit possible, not in presenting the best product possible. The result, they say, is inevitable: poor sales and a drop in profit.

Good popcorn, properly prepared, will always gross 7-10 cents per sale. It will also result in continuing profit from repeat sales.

The wise concessionaire will always put himself in his customers' shoes. He knows that poor quality is resented, whether it be in a small ticket item like a box of popcorn or in a large ticket item like a refrigerator. In



The Popcorn Institute builds national sales by initiating publicity and advertising. Photo shows the Popcorn Princess, whose picture appeared in newspapers across the country during National Popcorn Week last year.

fact, customers frequently resent the most that which interferes with their eating pleasure.

The quality of today's corn is the finest in history. There are no "bargains" in raw popcorn. Inferior corn will gross less per pound and result in lost repeat sales.

A PENNY SAVED

Popping oil is the most expensive ingredient used in popping corn. It causes another widespread problem which is a chapter in the sad tale of lost sales: many operators reduce the amount of oil per popping in the mistaken belief that this will add to profits. Actually, too little oil prevents the grains from popping properly, resulting in plenty of waste. It adversely affects the taste of the finished product, another reason why repeat sales are cut off.

The correct ratio of oil to corn (1 to 3) is all-important. Shaving this ratio even slightly will injure the quality of the popcorn.

Also important is the correct use of salt-seasoning, another vital factor in the taste and quality of popcorn.

MAKE A SPECTACLE

We have already said that, since popcorn is an impulse item, plenty of action, warmth and aroma are neded to spur the patron's appetite.

It is advised, wherever practical, to pop popcorn in full view of potential customers. This, of course, makes the popping machine itself a vital instrument in the maintenance of high profit from popcorn. However, a machine designed only to pop popcorn is more of a hindrance than a help. For example, clients of one manufacturer ordered several unadorned popping machines built and placed in different locations. After sales dropped from 25-35 percent in each area, the client scrapped the plain machines, ordered flashy units so that customers could easily spot the machine and watch the corn pop right in front of their eyes.

Color, styling and action are necessary in making a customer popcorn conscious. Therefore, concessionaires find it necessary to use the newest popping or warming equipment possible. The sales and profit picture of any concession will brighten immediately upon the installation of new equipment.

To restate our basic theme: patrons do not buy cardboard cartons or paper sacks. They buy something to eat, the idea of which is embodied in the sight, sound and smell of corn exploding in seasoning.

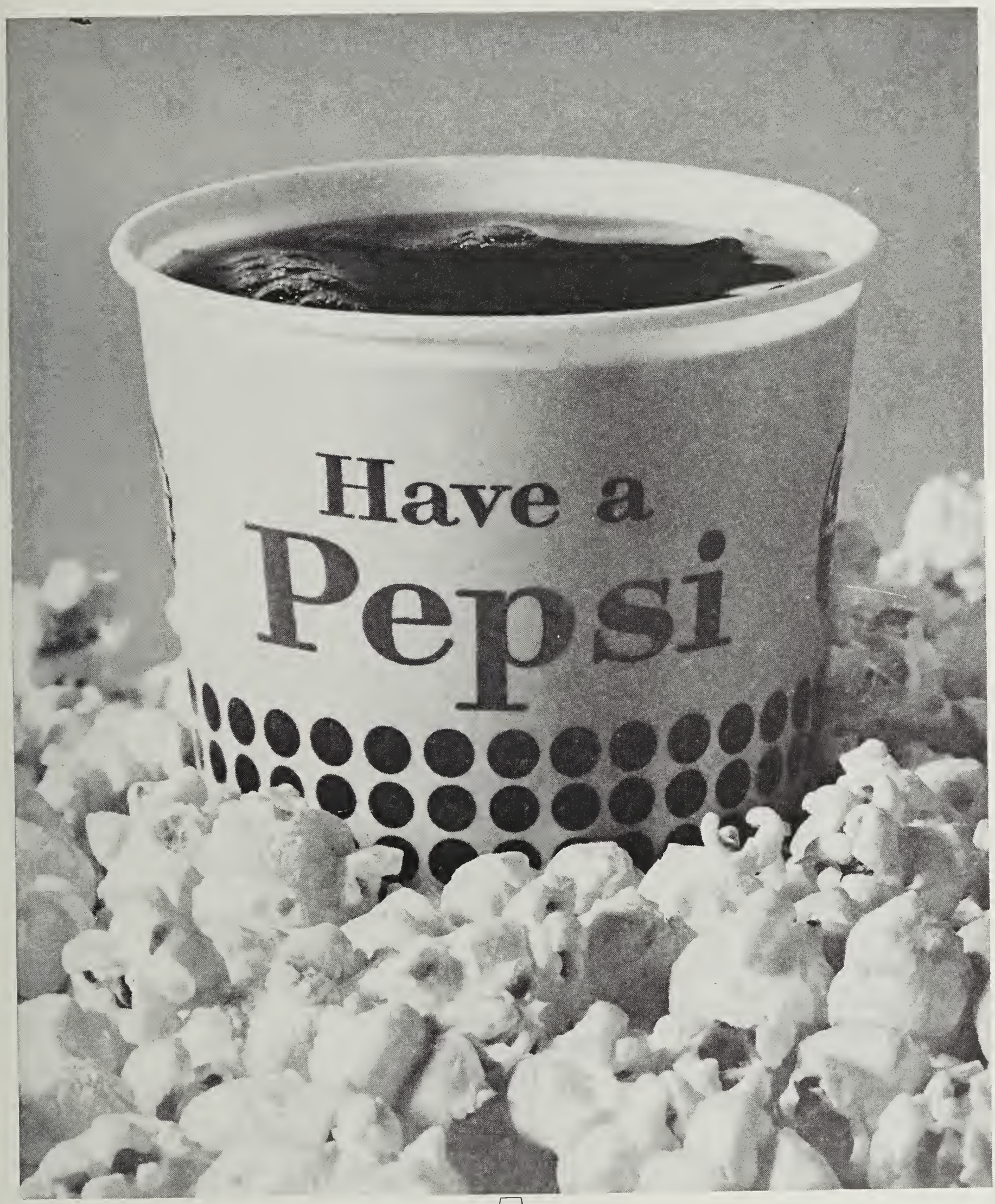
For this reason, the following rules should be followed whenever possible insofar as the location of equipment is concerned:

Place the equipment as close as possible to the public. The popper or warmer should be part of the front bar, not placed on the back wall. Sometimes a distance of six inches can make a big difference in sales.

Don't hide the equipment by putting it into an alcove or a separate room off the lobby.

Tickets should be taken at the door closest to the popcorn concession so that patrons walk right past the popcorn stand. In recent years the "island concession" has been very successfully developed. It stands right in the middle of the lobby. No matter what door patrons enter, they walk into the concession area.

(Continued on page PE-10.)



PROFITZ A POPPIN!

Profits pop 'way up when you sell Pepsi and popcorn! Your Pepsi-Cola bottler will show you how to make the most of these two money-makers. Call him today!

"Pepsi-Cola" and "Pepsi" are trademarks of Pepsi-Cola Company, Reg. U.S. Pat. Off.

POPCORN

(*Continued from page PE-8.*)

Lighting around the concession stand, and particularly the popcorn center, is vital in promoting sales. Many theatre managers estimate that if the popcorn equipment lights go out, sales will fall off 10 percent. On the other hand, if one item, such as popcorn, is spotlighted, there will be a 20 percent increase in the business.

To illustrate these points: a large chain recently remodeled 14 of its 16 stands, arranged them so that each stand centers the lobby. After buying a ticket, the first thing a customer sees when entering the lobby is the brightly lighted concession stand. The executive director of the chain says that two-thirds of the concession is taken up by a popcorn machine and drink dispenser combination.

Since remodeling, according to the chain, average sales have increased by 6.1 cents per head. In one theatre, they have had a 10 percent increase in business.

Many theatres consider a center lobby position so important that they close the center aisle to accommodate the stand. Some have removed seats to enlarge the concession, and these claim that the loss of seats is more than made up at the stand.

NEATNESS IMPORTANT

In the merchandising of any food item, a matter of prime importance is the cleanliness of the dispenser, either mechanical or human. The following suggestions have been made by operators throughout the country.

Hold a clinic to instruct attendants in neatness; hair, hands, and fingernails. Uniforms and dresses should be spotless. Hair styles should be neat, neither too ornate or "shaggy." Flashy jewelry and unusual nail polish are not proper uniform.

Instruct personnel in the cleaning of the popcorn equipment. It should be cleaned after every evening's operation. Glass should sparkle without smudges or fingerprints. Greasy equipment discourages sales. Clean equipment boosts sales and cuts maintainance and repair costs.

SERVING SALES

The method of serving popcorn can make the difference between satisfied and dissatisfied customers, between profit and loss for the concession.

Attendants should be instructed to place cartons of popped corn flat on the warming pan and to serve the bottom boxes first. Most people confuse fresh popcorn with hot popcorn. If the corn is only a few minutes old but is cold, complaints follow. Conversely, corn can be a day old, but if it is hot, no one will complain.

Show attendants the proper way to use the popcorn scoop so that the tender kernels of popped corn are not broken. Show them the correct technique for filling but not jamming containers.

Check supplies regularly to make sure that they are used on a first in, first out basis.

TOOT YOUR HORN

When you have assured yourself that your popcorn is of top quality, and that it is easy for patrons to buy it from clean, courteous attendants, half of your merchandising is done.

Some patrons are stimulated to buy merely through the sight and smell of the popcorn. The rest can be stimulated into buying through the art of suggestion, which is the essence of promotion. If you suggest your product often enough and forcefully enough, most of your patrons will find themselves wanting a box of popcorn before they leave the theatre.

One of the simplest, yet most effective forms of suggestion is the spoken one. By having the doorman, ticket-taker, concessions employees and ushers suggest popcorn to patrons, you can easily up your sales by one-half, according to those who have tried it.

SPELL IT OUT

An indispensable form of suggestion, which should be used every day of the year, is bright, colorful point-of-sale material. An adequate supply of this vital material is constantly being offered by the Popcorn Institute, popcorn suppliers and equipment manufacturers. Posters, banners and other display pieces will regularly boost sales from 10 percent to 25 percent.

Such displays are keyed to appeal to all types of customers, but especially to the biggest consumers of popcorn—children. Children are always attracted to bright colors and interesting illustrations.

Movement, too, attracts buyers. Concessionaires say that the use of one mechanically-driven moving display will increase sales as much as 5 percent for a short period of time, depending on the location. Its period of effectiveness depends a good deal upon the amount of repeat trade a stand has.

Film trailers are a valuable aid in selling popcorn. Many theatres are never without them, claim they pay for themselves in a short time.

SPECIALS

There are many kinds of special promotion, each of which is effective for a different rea-

try a FREE working SAMPLE!



popsit plus!
will bring more profit
to the most profitable concession in your theatre!

America's finest popcorn seasoning imparts rich butter-like flavor...and color!

PROVE IT NOW!

We'll send you a working sample, free for the asking!

SIMONIN • PHILADELPHIA 34, PA. *popping specialists to the nation*

NAMA Blue Book Available

The 1961 edition of the complete source book to the automatic vending industry is now available, according to National Automatic Merchandising Association, publishers of the volume.

Titled "Blue Book of Automatic Merchandising," the book features 214 pages of illustrated information about the fast-growing automatic food, merchandise, and service vending business. (The Blue Book is the successor publication to the Directory of Automatic Merchandising, published annually by NAMA since 1954.)

Listed in the Blue Book are vending machine manufacturing companies, vendible product suppliers, manufacturers of component parts and services and operating company members of NAMA. Each listing includes comprehensive information about the types of products manufactured or supplied and gives the names of key company executives. In addition, each listing is indexed according to product for easy reference.

Kalart Acquires TSI

Technical Service, Inc., manufacturer of special-purpose projectors, was purchased by the Kalart Company in a move to further expand its activities in the audio-visual field. It was announced that TSI officially joins the Kalart Company, Inc. in September.

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son. During special promotions, an evening's receipts are often greater than the usual weekly sales.

Here are a few which are used successfully by concessionaires across the country:

Sampling: Sample teasers of popcorn result in sales in nine cases out of ten. The important thing to remember is to "tease, not to please" the customer. For this reason, do not give more than four kernels of corn as a sample—just enough to stimulate the appetite.

Couponing: Coupon promotions are powerful stimulants to repeat sales. They can be worked in an endless variety of ways, depending on the local situation. Those most popular are the ones which promise a box of popcorn for a coupon and a certain amount of money, and those which promise a box for a number of coupons. While a patron is collecting coupons, he is establishing loyalty to the theatre where he receives them.

Special Sales: An occasional cut in prices is excellent in pepping up sales. In some cases, instead of a price cut, concessionaires offer to donate a certain amount of money for each box bought to a local charity.

Contests: Many theatres regularly run competitions among their patrons on a variety of themes: "Why I Like X's Popcorn Best," "Why I Eat Popcorn in the Movie," "Popcorn, the All-American Treat," etc. Prizes can be season tickets to the theatre or coupons which can be redeemed for popcorn.

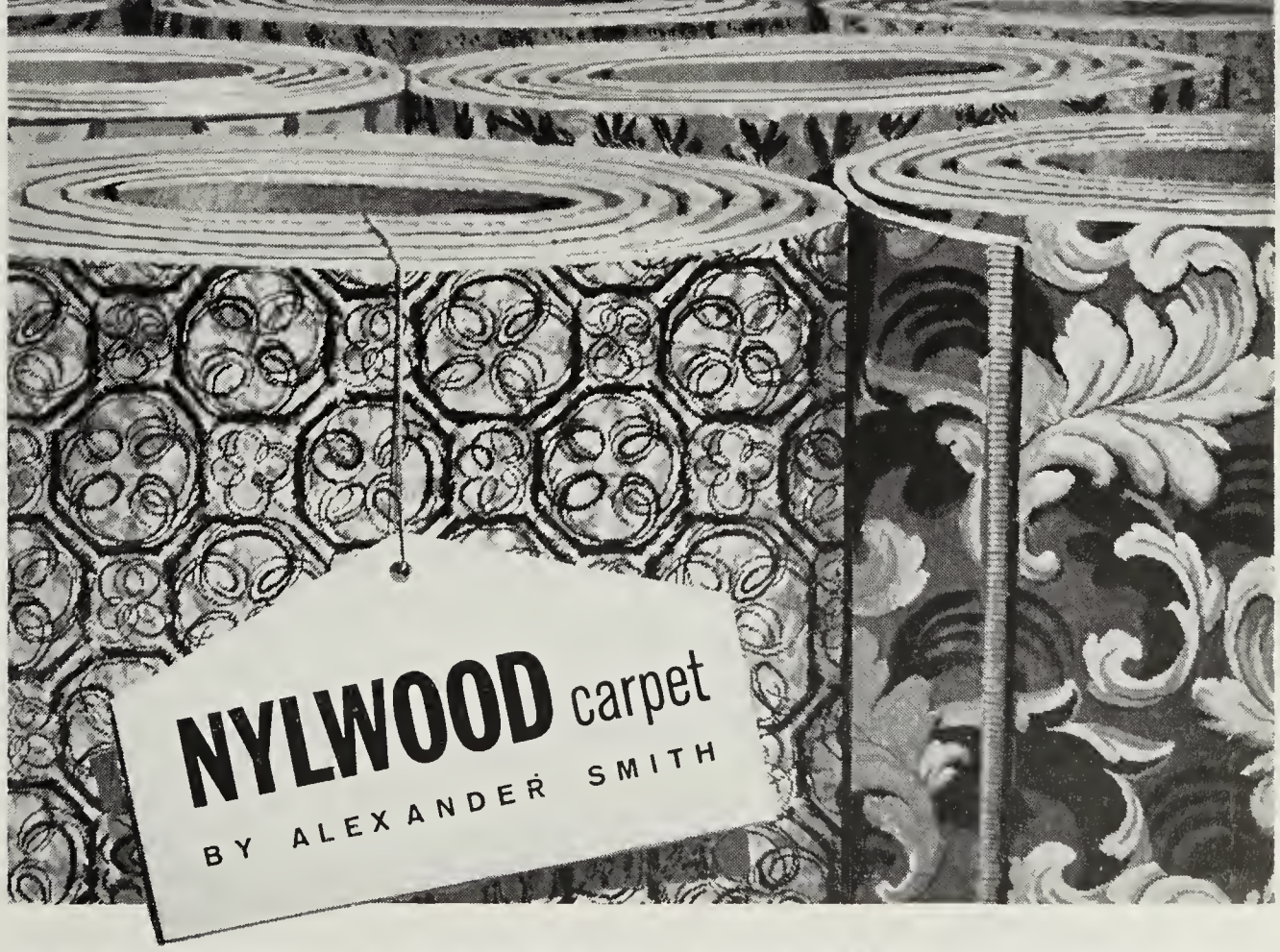
All special promotions have unlimited possibilities for exploitation in local newspapers, via banners, streamers, buttons for attendants, marquee signs—anywhere potential customers look.

Special promotions should be held regularly and in addition to, not in place of, regular promotional efforts. The local concessionaire can always find special gimmicks which are particularly effective in his locale. He should be constantly on the lookout for these.

A theatre is operated for the enjoyment of its patrons. Make it more enjoyable for you by putting as much showmanship into popcorn sales as you do into movie merchandising.

PROVEN IN THEATRES EVERYWHERE

■ Nylwood carpeting by Alexander Smith is the uncontested king of theatre carpeting. Its patterns, its thickness, its blend of fibers, its tightness of weave, its color tones and patterns . . . have all been thoroughly theatre proven. **Wear tests show that Nylwood will actually last twice as long as other theatre carpet in its price range!** No wonder National Theatre Supply installs literally miles and miles of this carpet every year. Six magnificent patterns of Nylwood carpet are now available for immediate delivery from your nearby N. T. S. branch. Or a design can be custom made for you. Why not call for an estimate?



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SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Skouras Corp. To Erect Northern Jersey Hard-Top

Arrangements have been completed and contracts have been signed for the erection of a modern, air-conditioned theatre which will be located on Route 59 near the Spring Valley exit of the New York State Throughway.

The building will be erected by Anthony J. Rinaldi, Rockland County builder, and will be operated by Skouras Theatres Corporation.

Salah M. Hassanein, president of Skouras Theatres, announced that plans for this theatre have been drawn in conjunction with the engineers of the Todd-AO Corp., and that the theatre will be equipped with Philips Norelco 70/35mm projection equipment. This will be the only Todd-AO equipped theatre in Northern New Jersey and Rockland County.

Present plans for the theatre include an Italian mosaic front, modern decor, modern seating, wide screen, aluminum acoustical wall treatment, and a paved parking area for patrons. Ground will be broken in August.

Grossman To Build Hard Top

Jack Grossman and associates announced that contracts have been let and construction is underway for their Holiday theatre.

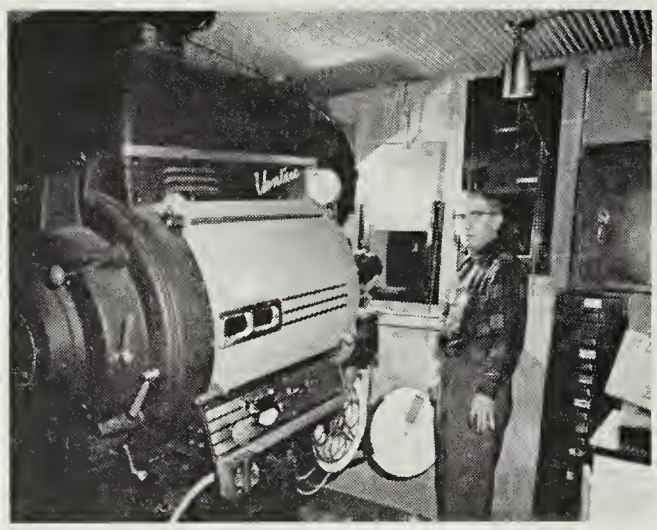
The new delux house will be located on Topanga Canyon and Roscoe Boulevard in Canoga Park, California.

Grossman now operates the Magnolia in Burbank and states that he will install the largest screen in the San Fernando Valley and seat 920 patrons in his new conventional theatre. Included in the plans is a 50-tons refrigerated heat pump cooling system. Located on a five acre shopping center site, the theatre will have parking facilities for 400 cars.

Richard Modiano, president of Modiano Construction Co., will supervise and build the theatre and store buildings in the center. William Bonham is the architect. Projection and sound equipment and seats will be purchased from the John P. Filbert Company, supply dealers.

The opening date for this new delux hardtop is set for December of this year.

RECENT INSTALLATION



Shown with the recently installed National Ventarc projection arc lamp at the new 63rd Street Drive-In, Kansas City, Mo., is James J. McGuire. Local 170, I.A.T.S.E.

SMPTE To Meet At Placid

The 90th Convention of the Society of Motion Picture and Television Engineers will take place October 2-6 at the Lake Placid Club, Essex County, New York, Convention vice president Harry Teitelbaum announced.

Theme of the Convention is "Integration of Motion Picture and Electronic Systems." C. Loren Graham will serve as program chairman of the 90th Convention. Graham, a photographic engineer, is connected with the color technology department of the Eastman Kodak Company.

Five Suppliers Donate Stereo Sound Equipment

Complete stereophonic sound projection equipment has been donated to the Will Rogers Hospital through the cooperation of five industry suppliers at the influence of J. Robert Hoff, a member of the Board of Directors of the hospital.

Hoff reports that the equipment comprises Button-on Stereophonic Soundheads, Model SX-400, and Surround Speakers, which were contributed by Ballantyne Instruments & Electronics, Inc., of Omaha; 4-channel Stereophonic Amplification, by Larry Davee of Century Projector Corporation, New York; and two Altec Lansing Speaker systems, by William Turnbull of National Theatre Supply Company of Tarrytown, New York, and A. A. Ward of Altec Lansing Corporation of Anaheim, California. Installation service was contributed by Altec Service Company, of Albany, New York.

ABC Gets Motel Contract

Gladieux Corp., a division of ABC Vending Corp., has been awarded food services at Town Tower Motel, a new motor hotel in South Bend, Ind., Virgil A. Gladieux, president has announced.

Town Tower will be a six-story unit with 90 rooms plus meeting rooms and a rooftop swimming pool. Gladieux's facilities will consist of two dining rooms and a cocktail lounge, with overall capacity for some 150 persons. The new motel is near the University of Notre Dame campus.

Little Carnegie Refurbished

The Little Carnegie, East 57th Street, New York City, was recently given an interior overhauling. The entire theatre was repainted in a beige color scheme, and new wall-to-wall floral designed carpets were laid in the lobby and auditorium.

Jean Goldwurm, president of Times Film Corp., owns and operates the theatre.

Currie With NTS 25 Yrs.

National Theatre Supply Company, a subsidiary of the General Precision Equipment Corp., announced that John E. Currie, vice president, completed 25 years of service with the company.

Currie, who is well known in the motion picture industry, was elected to the vice presidency in 1952 and serves as manager for the North Central District of NTS.

Little Show Space Available

Very few booths are still available for the Motion Picture and Concessions Industries Trade Show at the Roosevelt Hotel in New Orleans, Oct. 8 through 11, it was jointly announced by Albert M. Pickus, TOA president, and Spiro Papas, NAC president.

They reported that more than 85 per cent of all available booth space has already been contracted for the Trade Show, which will take place in conjunction with the 14th Annual Convention of TOA and the annual meeting of NAC.

General Precision Is Independent

On page PE-11 of the June 14, 1961, issue of Physical Theatre, it was inaccurately reported that General Precision Equipment Corporation was "a division of Litton Industries." General Precision is in no way connected with Litton Industries. It is an independent corporation with six major subsidiaries, one of which is National Theatre Supply.

We'll be making your in-a-car speakers in 1970

whatever happened to the many companies making them in 1955?

Nothing is quite so costly as purchasing speakers that won't stand rugged use and conditions. But it's even worse to find out that parts and repair service are no longer obtainable. This is no exaggeration. In the past ten years about 30 companies that once made speakers have either gone out of business or have ceased to manufacture speakers.



That's why we'd suggest that the next time you buy speakers, better talk to the old reliable, Ballantyne, a solid manufacturer of theatre, sound and projection equipment since 1932.

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A DIVISION OF ABC VENDING CORPORATION

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NEWS NOTICES

Repko Elected Vice President Of Pepsi-Cola Company

John E. Repko, Jr., 35, has been elected a vice president of the Pepsi-Cola Company and named to the newly established post of director of syrup operations.

Herbert L. Barnet, company president who announced the appointment, said that Repko will be responsible for the development of Pepsi-Cola's overall syrup sales program, including new equipment and handling techniques, as well as marketing programs aimed at increasing Pepsi's share of business in high volume locations such as drive-in theatres, stadiums, drug stores, and restaurants.

Repko was formerly regional manager in Chicago. He joined the company in 1949. Repko will make his new headquarters in New York City.

Nemec Named By Society

Boyce Nemec, executive vice president of Reevesound Company, Inc., has been named to the board of managers of the New York Section of the Society of Motion Picture and Television Engineers.

Nemec, a former executive secretary of the Society, will seve a two-year term. He replaces Peter Keane, technical director, Screen Gems, Inc., who was recently appointed secretary-treasurer of the New York Section.

P. E. Smith Named Chairman

Philip E. Smith was named chairman of the Chicago section of the Society of Motion Picture and Television Engineers, announced SMPTE sections vice president Garland C. Misener. Smith, who is assistant manager of the Eastman Kodak processing laboratory, replaces William H. Smith.

Chenchick Named Manager

Carl W. Chenchick has been appointed western regional sales-service manager, announced Whitey Crampton, general sales manager of Jet Spray Corp., manufacturers of electrically refrigerated beverage dispensers.

Chencick comes to his new position with a background of more than 18 years in the beverage business. He was most recently associated with Reymer & Brothers, Inc., a division of the H. J. Heinz Company, where he served as district sales manager for the last 7 years.

Mozzone Appointed Manager

The appointment of John Mozzone as southeastern district manager for Radiant Manufacturing Corporation, was announced by Jack Bartlett, sales manager.

Coordinated with the appointment were the announced advancements of veteran district managers Bill Goldberg to cover the New England states area and Herb Silver, New York state territory.

Mondlick To Manufacturer

Whitey Crampton, general sales manager of Magic Whirl Dispensers, Inc., manufacturer of hot chocolate dispensers, announced the appointment of Robert E. Mondlick to the customer relations department.

Gladieux Appoints Strong

Henry O. Strong has been appointed supervisor of retail merchandising for Gladieux Corp., a division of ABC Vending Corp., according to P. B. Greever, general manager. Previously, Strong was merchandise comptroller for Interstate Hosts, Inc., operators of toll road, airport and steamship food services and merchandise shops. He also has been general manager for Williamsburg Restoration, Inc., the Rockefeller Foundation project for restoring colonial Williamsburg, Va.

Pic Appoints Chas. Darden

The Pic Corporation, distributors of guaranteed effective mosquito repellent, announces the appointment of Charles E. Darden as sales representative to the theatre industry in the states of Louisiana, Texas, Oklahoma, Arkansas, and Mississippi.

Avera Named Research Head

The appointment of Harmon Q. Avera as head of the photogrammetric research and development department of Bausch & Lomb, Inc., has been announced by John Hayes, director, optical design and special products research and development.

W. H. Smith Elected In Detroit

William H. Smith has been elected chairman of the newly organized Detroit section of the Society of Motion Picture and Television Engineers, SMPTE sections vice president Garland C. Misener announced. Smith is associated with Allied Film Laboratory.

James W. Bostwick, manager of motion picture and slide films, General Motors Corp., will serve as secretary-treasurer of the section.



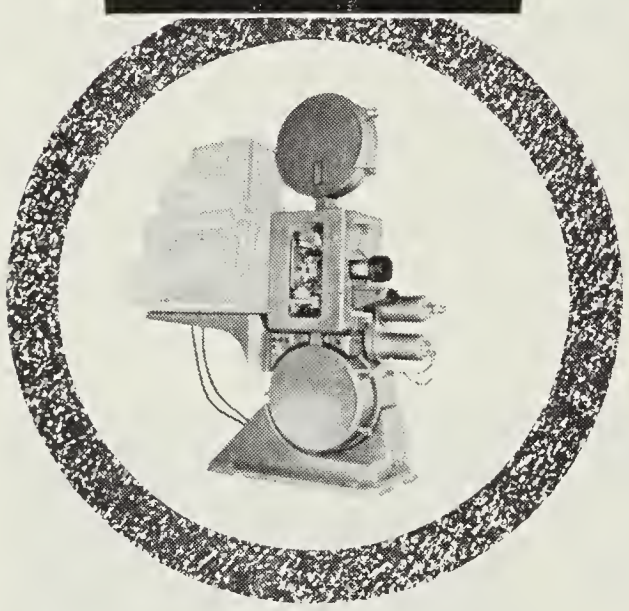
■ ASHCRAFT Super-Cinex projection lamps and ASHCRAFT 12 phase high reactance rectifiers are the world's finest and most widely used light and power source for professional motion picture projection. ■ This distinction has been earned because ASHCRAFT equipment is designed and built to surpass the demanding standards of the theatre owners and projectionists the world over. ■ When you consider ASHCRAFT arc lamps and rectifiers for your theatre, you can be assured there is no finer, more dependable source of light and power available . . . anywhere.

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70mm PROJECTION



- **BRIGHTNESS** The Norelco 70 allows 3 or 4 times as much light to pass through as a 35mm projector.
- **SHARPNESS** The 70mm film image is far sharper because it is blown up only a fraction as much as the 35mm image.
- **ECONOMY** Projectionists report runs as high as 2,000 per print with the Norelco Universal 70/35.
- **FLEXIBILITY** Complete conversion from 70mm to 35mm takes less than 4 minutes with the Norelco.
- **RELIABILITY** The Norelco 70/35 is the most widely used, thoroughly proven 70mm projector in the world.
- **PROFIT** The dramatic superiority of 70mm projection pays off! The best of the great boxoffice attractions are being released on 70mm prints.

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Pepsi-Cola Earnings Up; Special Division Formed

The Pepsi-Cola Company recently made two important announcements: 1. Earnings for the first six months of 1961 exceeded records for any initial half-year in the company's history. 2. A special division has been formed to market the company's new beverage products.

Herbert L. Barnet, president, reported that consolidated net earnings after reserve for Federal and foreign income taxes, and after reserve for foreign activies amounted to $6,805,000 or $1.05 per share. This compares with $6,670,000 or $1.03 per share for the same period in 1960. Pepsi's sales during June, 1961 exceeded records for any previous June in the company's history.

Barnet pointed out that Pepsi's six month record was made in spite of inclement weather which adversely affected all carbonated beverage sales during the early part of 1961.

In a strong diversification move, Barnet announced the formation of a special company division — The Teem Division — to implement marketing of Teem, the company's lemon-lime drink and other new beverage product. Robert M. Worden, 36, and a ten year Pepsi veteran, has been elected a vice president of the company, and placed in charge of the new products unit.

Discussing the new division, Barnet said Lemon-lime's share of the total soft drink market had increased almost 100 per cent in ten years, going from 8.5 to 16.0 per cent. "If it continues to grow at that rate, by 1970, lemon-lime will be 29 per cent of the total soft drink market," he said.

Plans for the new Teem Division were first cast in 1954 when taste-testing of a lemon-lime drink began. It was decided to defer formation of the division until the drink achieved distribution to a minimum of 50 per cent of the population. This goal was reached earlier this year, when the total reached 55 per cent. By year-end, 1961, it is anticipated that Teem will be available to 70 per cent of the population, with virtual national distribution in 1963.

The divisional move will mark the inauguration of an intensive effort to tap more fully revenue from multi-brand vending machines, and fountain syrup sales operated by national organizations. This national effort will supplement vending machine placement and fountain syrup operations by bottlers, already underway in individual franchised areas.

Formation of the new Teem Division and subsequent stepped-up advertising, promotion and marketing activities is expected to increase sales volume substantially and to accelerate Teem's national distributive pattern.

NAC Directors Meet



Above photo shows members of the National Association of Concessionaire's Board of Directors at their midyear meeting in Chicago. They are, left to right: (seated) Melville B. Rapp, director-at-large; Edwin Gage, first vice president, membership chairman; Augie J. Schmitt, executive vice president and 1961 general convention chairman; Spiro J. Papas, president; Harold F. Chesler, second vice president, and Norman Wasser, supplier director. Standing, left to right, are: H. E. Chrisman, equipment-manufacturer director; Russell Fifer, executive director; Jack O'Brien, theatre concessionaire director; James O. Hoover, regional vice president; Larry Blumenthal, director-at-large; Edward S. Redstone, theatre concessionaire director; Floyd Bennett, merchandiser director; Rufus Harris, director-at-large, and Sydney Spiegel, regional vice president. Also standing are luncheon guests William E. Smith, John S. Bowman, and James McHugh.

Universal Match Acquires US Rights For Danish Firm

Universal Match Corp. concluded negotiations to acquire Wittenborg, Inc., U.S.A., John L. Wilson, president, Universal Match, said.

The acquisition gives Universal Match exclusive distribution rights for the Wittenborg vending machine line throughout North America, as well as exclusive rights for the assembly and manufacture of the line. Wittenborg, Inc., Copenhagen, Denmark, is a producer of hot and cold food and general merchandise vending machines in Europe, and its machines are in extensive use in the United States.

"The Wittenborg line does not duplicate the products of our vending subsidiaries, National Vendors and the Glasco Corporation. Instead, it supplements and fills out those lines. By 1962, Wittenborg will add several million dollars to our vending sales volume," Wilson said.

"Vending is experiencing a vigorous upswing throughout Europe," Wilson said. "This is borne out by the fact that sales of our National Rejectors plant in Buxtehude, Germany, which furnishes coin mechanisms for the European vending industry, are up over 25 per cent for 1961."

8 Win Shopsy's Prizes

A recent announcement from J. J. Fitzgibbons, Jr. or Theatre Confections Ltd., tells of an excellent promotion which recently won eight Canadian theatre managers $400 in prizes.

The Shopsy's Foods Ltd., suppliers of hot dogs to Canadian theatres, conducted a contest for the best promotions of their products. Judges for the contest were Sam Shopsowitz, of the Shopsy firm, Jack Sturman, of Muter, Culiner, Frankfurter and Gould, Norman Rea, Harry Sullivan, and Fitzgibbons, all of Theatre Confections.

First prize of $150 went to Bob Harvey, Capitol, North Bay, Ont. Bill Trudell, Capitol, London, Ont. won the $75 second prize and Paul Summerville, Prince of Wales, Toronto, won the third prize of $50.

Five other contestants each won awards of $25 for excellent promotions. They were: Jack Diamond, Victory, Toronto; Mike Micelli, Palace, Windsor; Olga Frenette, Orpheum, Sault Ste. Marie, Ont.; Murray Summerville, Algoma, Sault Ste. Marie, and Ernie Taylor, Vanity, Windsor.

Fitzgibbons said that the entries were so good and so close that the final winners had to be selected by the percentage of increase in their respective hot dog sales.

NTS Becomes Sole Agent Of Ampex Sound Equipment

National Theatre Supply Company will act as the exclusive national distributor of Ampex theatre sound equipment under terms of a recent agreement. The announcement of the agreement was made by Herbert L. Brown, vice president of Ampex Corporation and manager of Ampex Audio Company and Willard J. Turnbull, president of National Theatre Supply.

Ampex equipment to be handled by NTS will include an advanced multipurpose theatre sound system for which Ampex recently received a technical award from the Academy of Motion Picture Arts and Sciences. The system is designed to reproduce optical and stereophonic magnetic sound tracks from either 35mm or 70mm film. The complex circuits necessary for this multipurpose system are controlled from a single set of push-button selectors, making the system extremely simple and convenient to operate. Previous systems required as many as three sets of controls for optical and stereophonic sound.

Currently installed in more than 75 theatres throughout the United States, the Ampex sound system was employed in the premiers of "Oklahoma," "Ben Hur," and "Around the World in 80 Days."

The addition of the Ampex line of theatre sound systems rounds out National's line of Simplex sound equipment which they have been distributing for many years, Turnbull said.

NTS is a subsidiary of General Precision Equipment Corporation and serves the theatre industry through twenty-five domestic branch sales offices. Its International Division covers the export market with 40 distributors.

TWA Shows First Film

Trans World Airlines initiated its new service of motion pictures during flight in July, E. O. Cocke, TWA senior vice president and system general manager, announced. "By Love Possessed" was the first film shown.

The special movie projection unit for the showing was designed by Inflight Motion Pictures, Inc. TWA is the first airline to use the units, which are installed in the first class section of the planes.

In August, the service will be expanded to trans-Atlantic schedules linking New York City with Paris, London, Lisbon, Madrid, and Rome.

David Flexer, president of Inflight, announced that he has concluded arrangements with the major film companies for top releases on a first run and pre-release basis.

Lobby CRUSH Promotion



Larry Johnson, WDXB disc jockey, Chattanooga, Tenn., shows bottle of Orange-CRUSH in lobby of State, Chattanooga. Johnson broadcasted a two-hour show daily from the lobby as a tie-in with the theatre's CRUSH promotion.

Servies Urges Projectionists To Affiliate Professionally

New York State Motion Picture Projectionists were recently urged to align themselves with professional technical organizations such as the Society of Motion Picture and Television Engineers in an effort to bring about improved projection in theatres.

Addressing the annual meeting of the New York Association of Projectionists, SMPTE president John W. Servies called on projectionists to utilize the facilities of the Society to strengthen their pleas for necessary equipments with which to improve theatre projection.

"I urge you," Servies said, "to take a more active part in the life of the Society. Attend more conventions, submit more technical manuscripts, request the support of the Society in your efforts to improve theatre projection through the use of latest equipments in good repair."

Citing the volume of technological developments during the last ten years, Servies commended the projectionists for "your flexibility in adapting yourselves to the rapidly changing industry in which you are engaged."

"New processes have been installed," he said, "and virtually as soon as projectionists have learned to operate them, they have been replaced by still more advanced designs and the learning process begins again."

This is the way of progress, Servies explained, and the standards that could aid projectionists in operating new equipments must necessarily come after these equipments have been installed and are in use.

"I recommend to you that in order to make the adaptations that you must as technological progress in the industry continues, that you read technical journals so that you are continually abreast of new developments, and so that when you find yourselves working with these new developments, they will not be totally unfamiliar to you."

CORONET-BARONET

(Continued from page PE-6.)

opened during evening performances. A newly designed marquee, in keeping with the exterior decor will cover both theatre entranceways. Patrons leaving each theatre will exist directly on 59th Street, thus avoiding congestion at incoming entrances.

The present Baronet was evolved from a former neighborhood movie house known as the Arcadia when it was taken over by Reade the latter part of 1951. Extensive remodeling turned the Arcadia into the modern Baronet Theatre, making its formal bow in February, 1952, as a first-run art cinema which ultimately replaced Reade's Park Avenue at Park Avenue and 59th Street.

Reade, foreseeing the trend of foreign language and art cinema patrons toward the East Side, has long been searching for new theatre sites in this area. The scarcity of available properties and the tremendous expense involved in building construction prompted the unique idea of building the new Coronet atop the Baronet Theatre. There are many advantages in operating the theatre-atop-a-theatre, according to Reade. They are: convenience of performing times; utilization of increased capacities when required, and economy of operation.

As far as is known, the last such construction was the former New York which was located, for many years, above the Criterion in Times Square.

Construction is expected to get underway sometime this fall and completion is scheduled for the spring of 1962, according to Reade.



Light is reflected from the front surface... does not pass through the glass twice, as with second surface mirrors.

Reduce film buckle. Improve focus. No emulsion blistering. Less coating deterioration and pitting by arc ejections than second surface reflectors.

Write for data on correct size and type for your lamps.

THE STRONG ELECTRIC CORP.
21 CITY PARK AVE.
TOLEDO 1, OHIO

Manufacturers of Reflectors for 25 Years

NEW PRODUCTS

. . . that have Theatre interest

Drive-Up Receptacle Offered



Photo shows new Bennett drive-up receptacle for out-of-doors use. This well made product will save labor at the theatre and patrons will appreciate its convenience.

Dayton Offers 2 New Ladders

Type A and H ladders manufactured by the Dayton Safety Ladder Company solve many accessibility problems in the safest possible way.

Designed with many built-in safety features, these ladders are approved and labelled by Underwriters' Laboratories, and are constructed according to standards set forth by the American Standards Association Safety Code.

The Type A, a platform ladder in sizes from three to 12 feet to platform, is constructed of tested Sitka Spruce reinforced with rigid steel supports for great strength, safety, and lightness of weight. Steel handrails guard the 23 inch x 16 inch platform area for added safety. Automatic locking devices insure stability even when the ladder is in use.

Monroe Develops Fabric For Easy Roof Repair

Recently released by the Monroe Company, Inc., was a new glass fibre fabric which provides a completely new roof right over the old.

Monoglas is proclaimed to be the greatest improvement in roof resurfacing in the past 50 years, the manufacturer claims. Used in conjunction with Monroe's Rufferseal, a sillicone liquid roof coating, Monoglas forms a truly monolithic surface that becomes an integral part of the original roof.

Monoglas will not blister, wrinkle, bulge or curl, they state. This light weight material weighs only 8 lbs. per 100 square feet, yet forms a seamless, completely water-tight surface. Tiny pores in the material allow any trapped air to escape and create an integral bond to the existing surface.

Monoglas will not rot or separate from its imbedding material. Light weight but extremely strong, this revolutionary fabric can be applied by unskilled personnel. Its ease of handling and flexibility enable it to conform to any surface irregularities.

Because it is supplied in rolls of 540 square feet, weighing just 42 lbs., labor handling costs are reduced substantially, says the manufacturer.

Chicopee Introduces Towel

Chicopee Mills, Inc. announced a breakthrough in non-streaking, non-linting, wet wiping towels for concession counters.

Chicopee points out that it has developed a disposable-type towel which costs less than 5 cents. They say the Masslinn Counter Towel is durable enough for a week's use, yet inexpensive enough to throw away after two days.

This new product, with a cloth-like appearance and texture, may be rinsed, washed, bleached, and wrung, according to the manufacturer. Samples are available.

Beam Bugs Summer Pests

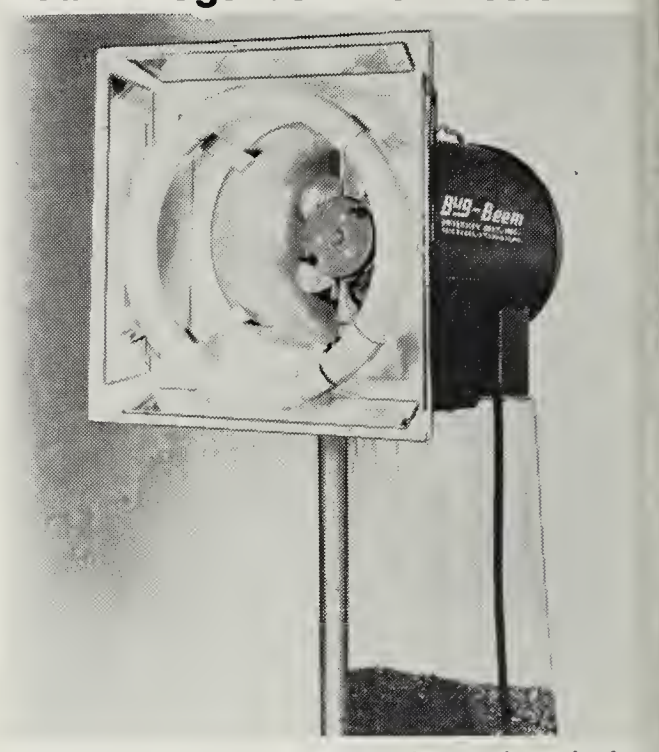


Photo shows the Bug-Beem electronic unit for positive control of harmful night-flying insect pests without dangerous or offensive chemical sprays. University Distributing, Inc., manufacturer, claims that the ultra-violet Magic Circle light is irresistible to insects. When they are drawn close to the unit the insects are pulled in by a powerful suction fan and deposited in a disposable bag. Bug-Beam operates on regular 110 volt AC current for about two cents a day, the firm states.

Stonco Offers New Series

New contemporary opal luminaires, just announced by Stonco Electric Products Co., are designed for all outdoor or indoor locations requiring soft, luminous effects from a decorative severe-service fixture. The pure white opal glass spreads evenly diffused light down and out in a wide pattern to illuminate porches, walks, entrances, carports, breezeways, and other areas where glare-free lighting is needed to create an atmosphere or mood.

The line is especially effective for architectural installations since all fixtures can be used with 100w, 150w, or 200w lamps, permitting designers to achieve virtually all desired lighting levels with a single uniform design.

Included in the complete line are one and two light units for wall, ceiling, or custom pendant mounting, available in satin, brass, copper, or bronze metallic finishes that are practically unaffected by long exposure to freezing cold, high temperatures, salt-spray, corrosives, and outdoor weathering. All fixtures are precision die-cast aluminum, fully gasketed and sealed for positive weatherproof performance in rain or sleet.

New Golden Hot-Shot Has Dual-Flow Heat

The new Golden Hot-Shot electric heater for drive-in theatres features "dual-flow" hot air delivery for faster, more even distribution of heat inside the car, according to Jim McSorley, marketing manager of Eprad, Inc., manufacturer.

"The secret to customer comfort in cold weather," McSorley said, "is to keep people from getting that first chill once the car engine is turned off. To accomplish this, the

7 BIG REASONS Why
HEYER-SHULTZ
UNBREAKABLE METAL REFLECTORS
Are Your Best Buy For ECONOMY and TOP QUALITY PERFORMANCE
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• LONGER BURNING
• SHARPER PICTURE
Free Test Samples
Lorraine ORLUX Carbons
CARBONS INC., BOONTON, N. J.
• STEADIER LIGHT
• LESS ATTENTION
• PERFECT COLOR BALANCE
Free Carbon Chart

drive-in must provide an in-car heater that heats quickly and that circulates this heat rapidly and evenly throughout the entire car."

"The Golden Hot-Shot is designed for quick-action, well-circulated heat," he stated. "The large heating element is similar to those used on electric ranges for fast, efficient, clean heat. The fan, cage and end casting are specially designed to circulate more air over the king-size heating element and to divide this hot air into two separate flows of heat at divergent angles for fast, even heat distribution. Anemometer tests show that the Hot-Shot delivers over twice as much hot air as other heaters."

The Golden Hot-Shot heater is Underwriter Laboratories approved. All metal is either aluminum or stainless steel and all parts are weatherproofed. The Hot-Shot is available in 120, 208, 240 voltages and 600, 750 and other wattages with straight or coiled cords. Overall measurements are 5" x 7" x 7".

WANT FURTHER INFORMATION ON

PRODUCTS

ADVERTISED IN THIS ISSUE

Please Check:

- ☐ **C. S. ASHCRAFT MFG. CO., INC.,** Super-Cinex Projection Lamps, 12 Phase Rectifiers
- ☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.,** In-A-Car Speakers, Attraction Boards, Changeable Letters
- ☐ **CARBONS, INC.** Lorraine Carbons
- ☐ **CONTINENTAL-APCO, INC.,** Popcorn Shoppes
- ☐ **CRETORS AND CO.,** Concession Equipment
- ☐ **COCA-COLA CO., THE,** Coca-Cola
- ☐ **HEYER-SHULTZ,** Metal Reflectors
- ☐ **HEYWOOD-WAKEFIELD,** "Encore" Theatre Seating
- ☐ **MASSEY SEATING CO.,** Theatre Seat Rehabilitation
- ☐ **NATIONAL THEATRE SUPPLY,** Constellation "170" Projection Lamps, Theatre Equipment and Supplies
- ☐ **NORTH AMERICAN PHILIPS CO., INC.,** Norelco 70/35mm Projectors
- ☐ **PEPSI-COLA CO.,** Pepsi-Cola
- ☐ **RINGSDORFF CARBON CORP.,** Diamond Projector Carbons
- ☐ **C. F. SIMONIN'S SONS, INC.,** Popsit Plus
- ☐ **STRONG ELECTRIC CORP., THE,** "Tufcold" Dichroic Mirrors

WANT FURTHER INFORMATION ON

NEW PRODUCTS

SHOWN IN THIS ISSUE

LIST ITEMS _____

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ISSUE OF AUGUST 16, 1961

NAME .....

THEATRE .....

ADDRESS .....

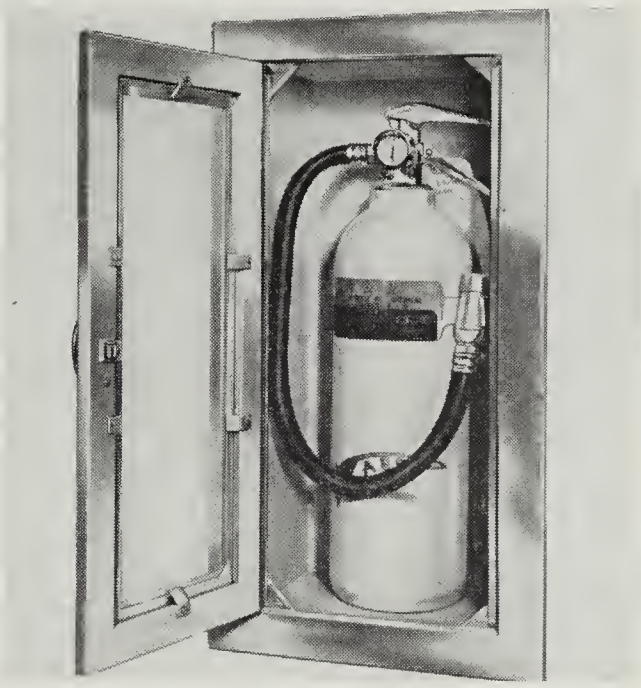
CITY, STATE .....

MOTION PICTURE EXHIBITOR

317 N. Broad St., Philadelphia 7, Pa.

Fyr-Fighter Develops 20 lb. All-Purpose Extinguisher

A new triple-service Fyr-Fyter all-purpose dry chemical fire extinguisher, now available for built-in wall cabinet installation, greatly



simplifies and speeds modern-day interior fire protection.

The extinguisher, a latest development in the safety field, is Underwriters' and Factory Mutual approved for combatting all classes of fire: general combustible; burning liquid, and electrical. A cabinet equipped with the all-purpose extinguisher therefore becomes a complete fire control center.

No longer must two or three separate types of extinguishers be provided in order to achieve full protection against all possible fire contingencies. The all-purpose eliminates the possibility of delay or error in extinguisher selection.

The Fyr-Fyter high capacity 20 lb. all-purpose extinguisher is sized for neat, uncrowded installation. Optional cabinet features include steel, stainless steel or aluminum trim; flat or projecting trim; choice of door styles and one-piece or two-piece construction. Cabinets can be furnished in all standard dimensions or can be custom built to specification.

Armstrong Makes Available New Acoustical Ceiling Tile

A completely new incombustible acoustical ceiling tile that combines the appearance of costly mineral ceiling materials with the installation ease of wood fiber tile has been announced by the Armstrong Cork Company.

Called Armstrong Fashiontone, this acoustical ceiling tile offers luxury styling and fire protection, plus the convenience and economy of "do-it-yourself" installation.

The material is equipped with a self-leveling tongue-and-groove joint, and can be stapled to wood furring strips or cemented to an existing ceiling in same manner as regular wood fiber tile. Previously, mineral tile ceilings nearly always required installation by an experienced ceiling contractor.

Fashiontone has a deep textured surface design comparable in appearance to the most luxurious acoustical materials available today, the company states. The face edges of the tile are square instead of beveled, and can be butted tightly together to provide a continuous ceiling texture with little or no "tile effect" noticeable.

Because of its mineral wool composition, Fashiontone is rated fully incombustible under Federal Specification SS-A-118b, and has excellent dimensional stability even in areas where high humidity conditions are present. It is recommended for any commercial, institutional or residential application where complete fire safety, efficient sound absorption, beauty and ease of installation are desired. Fashiontone is available now in the 12" x 12" x 5/8" tile sizes.

Xenosol Arc Lamp Available

Now available in the United States is the new German-built Xenosol projection lamp which, the manufacturer claims, will give outstanding performance when installed on any modern projector.

Zeiss Ikon is the world-famous manufacturer of this new arc lamp, which, it is claimed, will work with no fluctuation of light, and with no discoloration on the screen. It is also said that this new Xenon lamp bulb has an operational life of 1500 hours, comparing favorably with solid-carbon operation.

Information about the new Xenosol arc lamp is available.

customers relax... and return for the cushioned comfort of ENCORE

ENCORE seating offers the kind of comfort that keeps patrons coming back. This deluxe unit has a padded back, protected by a steel pan at rear. Deep, cushioned, self-raising seat has 16 steel, coil springs. Sloping, all-steel standard. Long service, low maintenance add to profits. Send for free catalog of complete Heywood-Wakefield line.



HEYWOOD-WAKEFIELD • PUBLIC SEATING DIVISION
MENOMINEE, MICHIGAN

DRIVE-IN HEATERS

(*Continued from page PE-6*)

petitors. It operated for several years year 'round without heaters and then installed heaters.

The first cold weather season with heaters showed grosses up 37 percent above the same period of the previous year without heaters. In comparing the second cold weather season with heaters against the last cold weather season without heaters, grosses were up 54 percent. In other words, cold weather business is increasing as more and more customers realize that they can keep comfortable with Hot-Shot heaters. Figures reveal that grosses were up 77.5 percent the first full year with heaters over the last full year without heaters.

The figures submitted were broken down into two groups: Cold weather operation (Oct. 10 through May 14) and Warm weather operation (May 15 through Oct. 9). Cold weather operation with heaters amounted to 77 percent of the warm weather grosses and the warm weather grosses are better than ever.

Small City Drive-In

Drive-In "C" is in a small community (4,000 population). This drive-in, as most other drive-ins, had never stayed open during the cold weather months. Its normal season had been the same as most of the drive-ins in the country who operate in the Northern half of the United States without heaters. Heaters were installed last year and figures show that the cold weather grosses were 61 percent of the warm weather grosses even though the drive-in was only open on week-ends during the cold weather months. The warm weather grosses for the two years compared were almost identical.

The last year before heaters were installed the theatre was open a total of 153 days; the first year with heaters the theatre was open a total of 223 days. And remember during cold weather the theatre was only open on week-ends even with heaters. Taking the total grosses for each of these periods and dividing by the number of days the theatre was open in each period, the figures revealed that the average gross per day in each period was almost identical — within 29 cents of each other. In other words, with the installation of heaters, every extra day the drive-in was open it picked up its average daily gross; in this case 70 extra days. Stated another way, Drive-In "C" increased its total gross almost 50 percent with heaters even though it was only open on week-ends during the cold months.

The above figures for these three theatres are not exceptional; they are typical of what Hot-Shot heaters are doing for many drive-ins around the country. These three theatres do point out the fact that electric heaters are a profitable addition to any size drive-in in most any part of the country located in any size of city. Heater advantages are not limited to big drive-ins in big cities.



Heater Investment

It was mentioned above that heaters can be installed for about an additional 10 percent investment. This is a rule of thumb that has been developed by checking electric heater installation costs at many drive-ins in different parts of the country. In most areas it runs less but in some areas it runs a little more.

Electric heater installation should cost a maximum of $60 per heater including the cost of the heater, the wiring, and everything needed for the job.

Another rule of thumb is that a drive-in should put in heaters for 50 to 60 percent of its lot to start. Assuming that a 1000 car drive-in cost about $300,000, the installation of 500 heaters at the maximum of $60 per heater will come to $30,000 or 10 percent of the original drive-in investment.

Many theatre owners who have installed Hot-Shot electric heaters have told us that they got back their heater investment the first year. Wouldn't it be nice if you could get back your total drive-in investment in one year?

Operational Cost

There have been rumors about the high operational cost of electric heaters and they are just rumors. A cross-country check of drive-ins with electric heaters shows that the operation cost will vary between 3½ to 6 cents a night per heater used; the difference depends on the power rates obtainable and the power consumed. Electric heaters do not require extra special handling or extra help like other type heaters.

If the drive-in charges customers for the heaters, this is another source of income. One theatre owner who installed Hot-Shot heaters told us that the first month (October) he had the heaters, he took in more money on heater rental alone than his total box-office receipts the previous October without heaters.

Wiring

When a drive-in decides to put in heaters, the first thing that should be done is to visit the local power company with a good electrical contractor to see what power is available, when it is available, and the extent of cooperation that will be extended by the power company.

From a cost view point, the heater installation should be wired for 208 volts or 240 volts: 120 volts is too costly. Actually, the best wiring set-up, if it is available, is a '240/417, 4 wire, Y' system. This system uses about 40 percent less copper and therefore the wiring cost is less.

Wiring cost will vary from $15 to $45 per heater depending upon the local electrical contractor, local codes, local restrictions, and other local conditions.

Which Heater

In checking around the country, it is apparent that electric heaters do the best job and are the most readily accepted by the general public. In my opinion, other type heaters suffer because they do not do a proper job of heating and all things considered are probably more expensive to use.

In choosing an electric heater, there are two things to keep in mind. (1) Be sure to get one of enough wattage to provide the proper amount of heat and, (2) be sure to get a heater that does an excellent job of circulating this heat. If you choose a heater that is just a little bit inadequate, it will be a complete waste of money.

Why Gamble Long

One exhibitor told us that in his opinion a drive-in theatre must have electric heaters if he is to make any profit. Perhaps this statement is a little exaggerated but let's look at some cold-blooded facts.

Drive-in theatres in the Northern half of our country usually operate about 26 weeks per year. If you do not have heaters, your own records will probably prove that most of this business is done during the 14 summer weeks.

Your own records also will probably show that about 70 to 75 percent of your business is done on week-ends even during the summer months. So actually you're gambling on just 14 good week-ends to make enough money to pay all your expenses for the year plus making a profit for yourself. That's a risky bet, a long shot. Wouldn't it make sense to gamble on 52 week-ends, or even 44 or 36 week-ends with heaters? The odds are better and the records prove that heaters pay off.

I've heard the question asked, "Who'll come to a drive-in when there's 20 inches of snow on the ground?" In reverse, that's like saying that you won't open your drive-in this summer because, "Who'll attend a drive-in during a thunderstorm."

But getting back to the snow, how many big snow-falls do we have during a winter even in the Northern-most part of our country? In addition, there are ways to quickly and easily handle these infrequent heavy snow-falls.

Electric heaters do an exceptional job of building attendance during Fall (October, November, December) and the Spring (March, April, May). And normally, the week between Christmas and New Years is as good as the best week during the Summer. Even if you closed your drive-in during January and February, electric heaters would more than pay for themselves in additional grosses. In fact, this year in Ohio, Michigan, Illinois and in other areas, electric heaters were used until about June 20.

As mentioned before, drive-ins in the Mid-South need heaters just about as much as drive-ins in the North. It gets pretty chilly at night from October to May in the Mid-South even though the Chambers of Commerce aren't prone to admit it. And just because a drive-in stays open year 'round, this is no assurance of attendance. A customer must be kept comfortable and when it's less than 50 degrees, it requires a heater to make the customer comfortable. Why blame poor product and other things for poor attendance from October to May when the real culprit is "poor comfort."

So all the facts boil down to this. Electric heaters have proven to be a profitable addition to any size of drive-in, in any size of community, in the North and Mid-South. Electric heaters will produce winter business and do an exceptional job in the fall and the spring and will keep customers in the habit of attending. Electric heaters can about double a drive-in's yearly gross. Electric heaters let you gamble your total theatre investment against a year-around operation instead of a 14 week operation. The question is not "should you install electric heaters?" but "when will you install electric heaters?"

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issue of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



AUGUST 16, 1961 SECTION TWO
VOL. 66, NO. 11

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope	MC—MetroColor	TC—Technicolor	VV—VistaVision
DC—DeLuxe Color	PV—Panavision	TE—Technirama	C—Other color
EC—Eastman Color	RE—Reissue	TS—Totalscope	

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6105 **ANGEL BABY**—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film introduces new star

6109 **ARMORED COMMAND**—D-99m.—Howard Keel, Tina Louise—4845 (8-9-61)—Interesting war drama has angles

6108 **BRAINWASHED**—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—German-made; English dialogue.

BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles.

6009 **CALTIKI, THE IMMORTAL MONSTER**—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the duallers

6106 **DAVID AND GOLIATH**—SP-95m.—(EC; TotalScope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle should prove saleable—Italian-made—dubbed in English.

6102 **DONDI**—CD—David Kory, David Janssen, Patti Page—4845 (8-9-61)—Fair programmer

6007 **HELL TO ETERNITY**—MD-132m.—Jeffrey Hunter, Patricia Owens—4729 (5-17-60)—High rating war entry

6016 **HEROD THE GREAT**—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made spectacle—Italian-made; dubbed in English

6014 **HEROES DIE YOUNG**—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller

6107 **KING OF THE ROARING 20's**—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a notorious gambler.

6101 **LOOK IN ANY WINDOW**—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploitable angles

6103 **OPERATION EICHMANN**—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama

6008 **PLUNDERERS, THE**—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans

6006 **RAYMIE**—D-73m.—David Ladd, Julie Adams, John Agar—4757 (10-12-60)—Programmer for family trade

6013 **SERENGETI SHALL NOT DIE**—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grizimek—4789 (2-8-61)—Good documentary on Africa

6003 **SEX KITTENS GO TO COLLEGE**—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower half

6010 **TORMENTED**—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half

6015 **UNFAITHFULS, THE**—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

May **TIME BOMB**—Curt Jurgens, Mylene Demongeot
Aug. **TWENTY PLUS TWO**—David Janssen, Jeanne Crain, Dina Merrill

COMING

BIG WAVE, THE—Sessue Hayakawa—Japanese-Made
BILLY BUDD—Robert Ryan, Peter Ustinov
BLOODY BROOD—Barbara Lord, Jack Bett
HITLER—Richard Basehart, Maria Emo
GEORGE RAFT STORY, THE—Ray Danton, Jayne Mansfield, Julie London

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

ALAKAZAM THE GREAT—CAR. 84m.—(C; Matiscope)—Voices of Frankie Avalon, Dodie Stevens, Jonathan Winters—4841 (7-26-61)—Amusing and entertaining cartoon—Japanese-made; English dialogue

506 **AMAZING TRANSPARENT MAN, THE**—MD-60m.—Marguerite Chapman, Douglas Kennedy—4749 (9-14-60)—Lower half science fiction

606 **BEWARE OF CHILDREN**—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English

605 **BEYOND THE TIME BARRIER**—MD-80m.—Robert Clarke, Darlene Tompkins—4729 (8-17-60)—Science fiction for the duallers

602 **BLACK SUNDAY**—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—Dubbed in English

509 **GOLIATH AND THE DRAGON**—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)——Spectacle should do okay when actively sold—Italian-made; dubbed in English

601 **HAND, THE**—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England

604 **HOUSE OF FRIGHT**—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English

508 **JOURNEY TO THE LOST CITY**—MD-95m.(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the program

603 **KONGA**—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English

607 **MASTER OF THE WORLD**—SFD-104m.—(Magna Color; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—Well-made, interesting science fiction entry

PIT AND THE PENDULUM, THE—D-85m.—(C; CS)—Vincent Price, John Kerr, Barbara Steele—4845 (8-9-61)—Well-made horror drama

507 **PORTRAIT OF A SINNER**—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in particular—English

TO BE REVIEWED

LOST BATTALION—Leopold Salcedo, Diane Jergens
OPERATION CAMEL—Nora Hayden, Louis Renard
PROFESSIONALS, THE—William Lucas
REPTILICUS—(C)—Bodil Miller

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Absent-Minded Professor, The	A1	Misc.
Ada	A3	MGM
Adventure, The		For.
After Mein Kampf		For.
Alakazam, The Great		A-I
Alamo	A1	UA
All Hands On Deck	A1	Fox
All In A Night's Work	A3	Par.
Amazing Transparent Man	A1	A-I
Angel Baby		AA
Angel Wore Red, The	A3	MGM
Angry Silence, The	A3	For.
Anna's Sin	A3	Fro.
Armored Command		AA
• As The Sea Rages	A2	Col.
Atlantis, The Lost Continent	A2	MGM
Atlas		Misc.

PLEASE NOTE . . .

This yellow paper SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

•Bachelor In Paradise		MGM
•Bachelor Flat		Fox
•Back Street		U-I
Ballad Of A Soldier	A2	For.
Barefoot Mailman, The—RE	A1	Col.
Battle At Bloody Beach	A2	Fox
Belles And Ballets		For.
Between Time and Eternity	B	U-I
Beyond The Time Barrier	A1	A-I
Beware Of Children	A2	A-I
Big Deal On Madonna Street, The	A3	For.
•Big Gamble, The	A1	Fox
•Big Wave, The		AA
Big Show, The	B	Fox
•Billy Budd		AA
Bimbo The Great	B	WB
•Bird Man Of Alcatraz, The		UA
Black Sunday	A2	A-I
Blast Of Silence	A3	U-I
•Blood and Roses	B	Par.
•Bloody Brood		AA
•Blue Hawaii		Par.
Blueprint For Robbery	A2	Par.
Born Yesterday—RE	B	Col.
•Boy Who Found $100,000	A1	UA
Boy Who Stole A Million, The	A1	Par.
Brainwashed	A2	AA
•Breakfast At Tiffany's	A3	Par.
Breath of Scandal, A	B	Par.
Breathless	C	For.
Bridge, The	A2	AA
•Bridge To The Sun		MGM
Butterfield 8	B	MGM
By Love Possessed	A3	UA

C

Caltiki, The Immortal Monster		AA
Canadians, The	A2	Fox
•Cape Fear		U-I
Career Girls On A Naked Holiday		Misc.
Carmen Comes Home		For.
Carthage In Flames	B	Col.
•Cat Burglar, The	A2	UA
Cheaters, The		For.
Cimarron	A1	MGM
Cinderella	A1	Par.
Circle of Deception	SP	Fox
•Claudelle Inglish		WB
•Cleopatra		Fox
Code Of Silence		Misc.
College Confidential	A3	U-I
•Colossus Of Rhodes, The		MGM
Come Dance With Me	C	For
Come September	A3	U-I
•Commancheros, The		Fox
Confess, Dr. Corda		For.
Cool Wind In August, A	C	Misc.
•Couch, The		WB
•Counterfeit Traitor, The		Par.
Cow And I, The	A2	For.
Crowded Sky, The	A3	WB
Crowning Experience, The	SP	Misc.
Cry Freedom		For.
Cry For Happy	B	Col.
Curse Of The Werewolf	B	U-I

D

Dark At The Top Of The Stairs, The	A3	WB
David and Goliath	A1	AA
Days Of Thrills And Laughter	A1	Fox
Dead One, The		Misc.
Deadly Companions, The	A2	Misc.
Desert Attack	A1	Fox
Desire In The Dust	B	Fox
•Devil At 4 O'clock, The		Col.
Devil's Commandment, The		For.
Dog, A Mouse and A Sputnick, A		For.
Dondi	A1	AA
Don Quixote—USSR	A2	MGM
•Double Trouble		Fox
Dr. Blood's Coffin	A2	UA

E

Elephant Walk—RE	A2	Par.
End of Innocence	A3	For.
Enemy General, The	A2	Col.
Entertainer, The	B	For.
•Errand Boy, The		Par.
•Escape From Zahrain		Par.
Esther And The King	B	Fox
•Everything's Ducky		Col.
Exodus	A3	UA

F

Fabulous World of Jules Verne	A1	WB
Facts Of Life, The	A3	UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AS THE SEA RAGES**—D-74m.—Maria Schell, Cliff Robertson, Cameron Mitchell—4733 (8-31-60)—Mostly suitable for art spots—Filmed abroad

449-R **BAREFOOT, MAILMAN, THE**—MD-83m.—(SuperCinecolor)—Robert Cummings, Terry Moore—4753 (9-28-60)—Interesting program for duallers—Reissue

BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue

CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made

529 **CRY FOR HAPPY**—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles

505 **ENEMY GENERAL, THE**—MD-74m.—Van Johnson, Dany Carrel—4729 (8-17-60)—Counter espionage meller for duallers

507 **FAST AND SEXY**—(TE; TC)-98m.—Gina Lollobrigida, Dale Robertson—4733 (8-31-60)—Good comedy loaded with Gina's curves

539 **FIVE GOLDEN HOURS**—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England

601 **GIDGET GOES HAWAIIAN**—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program

603 **GUNS OF NAVARONE, THE**—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed Abroad

523 **HAND IN HAND**—D-75m.—Loretta Parry, Philip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English

516 **HELL IS A CITY**—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for the program—England

540 **HOMICIDAL**—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick

512 **I AIM AT THE STARS**—BIOD-107m.—Curt Jurgens, Victoria Shaw—4750 (9-14-60)—Timely, controversial biopic can be exploited

519 **JAZZ BOAT**—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English

513 **LET NO MAN WRITE MY EPITAPH**—D-106m.—Burl Ives, Shelley Winters—4753 (9-28-60)—Unpleasant but gripping drama has angles

LOSS OF INNOCENCE—D-99m.—(EC)—Kenneth More, Danielle Darrieux—4845 (8-9-61)—Interesting adult drama—English

534 **MAD DOG COLL**—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program

MEIN KAMPF—DOC.-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating

541 **MOST DANGEROUS MAN ALIVE**—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half

510-R **ON THE WATERFRONT**—MD-108m.—Marlon Brando, Eva Marie Saint—4733 (8-31-60)—Rugged meller is one of the best—Reissue

527 **PASSPORT TO CHINA**—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half

520 **PEPE**—C-157m.—(Panavision-CS-TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining

PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue

518 **PLEASE TURN OVER**—C-86m.—Ted Ray, Jean Kent—4757 (10-12-60)—Plenty of laughs in cute comedy—England

533 **RAISIN IN THE SUN, A**—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high

SCREAM OF FEAR—MD-81m.—Susan Strasberg, Ronald Lewis—Good suspense entry—4846 (8-9-61)—English

SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue

535 **STOP ME BEFORE I KILL**—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made

514 **SURPRISE PACKAGE**—C-100m.—Yul Brynner, Mitzi Gaynor—4757 (10-12-60)—Entertaining comedy

522 **SWORD OF SHERWOOD FORREST**—MD-80m.—(EC; Megascope)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—English

530 **TERROR OF THE TONGS**—MD-80m.—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made

THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal

602 **TWO RODE TOGETHER**—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good selling angles

TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue

525 **UNDERWORLD, U. S. A.**—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program

WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy

524 **WARRIOR EMPRESS, THE**—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—(6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed in English

509-R **WILD ONE, THE**—MD-80m.—Marlon Brando, Mary Murphy—4733 (8-31-60)—Rugged meller lends itself to exploitation—Reissu

COMING FEATURES IN ORDER OF RELEASE

Aug. **MYSTERIOUS ISLAND**—(Super-Dynamation; C)—Michael Craig, Joan Greenwood
Sept. **DEVIL AT 4 O'CLOCK, THE**—(CS: C)—Spencer Tracy, Frank Sinatra, Barbara Luna
Oct. **WEEKEND WITH LULU**—Leslie Phillips, Robert Monkhouse
Oct. **EVERYTHING'S DUCKY**—Mickey Rooney, Buddy Hackett

COMING

FURY OF THE BARBARIANS—(C)—Edmund Purdom
PLAY IT COOL—Anthony Newley, Anne Aubrey
QUEEN OF THE PIRATES—Gianna Maria Canale—Super Cinescope—Italian made
3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKeever
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

ADA—D-108m.—(CS; MC)—Susan Hayward, Dean Martin—4841 (7-26-61)—Interesting drama on Southern people and politics

101 **ANGEL WORE RED, THE**—D-99m.—Ava Gardner, Dirk Bogarde, Joseph Cotten—4733 (8-31-60)—Sell the names for best results

113 **ATLANTIS, THE LOST CONTINENT**—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry

106 **BUTTERFIELD 8**—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems headed for better business

108 **CIMARRON-WSP**—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry

DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film

114 **GONE WITH THE WIND**—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue

111 **GO NAKED IN THE WORLD**—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences

105 **GORGO**—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England

116 **GREEN HELMET, THE**—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English

122 **HONEYMOON MACHINE, THE**—C-100m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy

103 **KEY WITNESS**—MD-81m.—(CS)—Jeffrey Hunter, Pat Crowley—4750 (9-14-60)—Very good juvenile delinquency meller

107 **MAGIC BOY**—CAR-75m.—(Magicolor)—Tooi Production—4846 (8-9-61)—Colorful Japanese cartoon should appeal to youngsters—English dialogue

120 **MORGAN THE PIRATE**—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (5-17-61)—Very good actionful, slam-bang swashbuckler—Made in Italy

119 **RING OF FIRE**—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller

115 **SECRET PARTNER, THE**—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English

123 **THIEF OF BAGHDAD**—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for kids and young in heart—Italian made; dubbed in English

121 **SECRET OF MONTE CRISTO, THE**—MD-80m.—(EC; Dyaliscope)—Rory Calhoun, Patricia Bredin—4846, (8-9-61)—Swashbuckler for the program—Italian

117 **TWO LOVES**—D-100m.—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help

109 **VILLAGE OF THE DAMNED**—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England

110 **WHERE THE BOYS ARE**—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters

104 **WHERE THE HOT WIND BLOWS**—D-120m.—Gina Lollobrigida, Pierre Brasseur—4757 (10-12-60)—Strong sell, names will boost satisfactory import—French-Italian made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Aug. **BRIDGE TO THE SUN**—Carroll Baker, James Shigeta
Oct. **INVASION QUARTET**—Bill Travers, Gregoire Aslan
Nov. **COLOSSUS OF RHODES, THE**—(CS; C)—Rory Calhoun, Lea Massari
Dec. **BACHELOR IN PARADISE**—(CS; MC)—Bob Hope, Lana Turner

COMING

FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thulin
HOW THE WEST WAS WON—(Cinerama)—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Siobhan McKenna
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT IN THE PIAZZA, THE—(MC; CS)—Olivia DeHavilland, Rossano Brazzi
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision, C)—Marlon Brando, Trevor Howard
SWORDSMAN OF SIENNA—Stewart Granger
TARTARS, THE—(CS; C)—Victor Mature, Orson Welles
THUNDER OF DRUMS, A—(MC; CS)—Richard Boone, George Hamilton
VERY PRIVATE AFFAIR, A—(MC)—Brigitte Bardot, Marcello Mastroianni
WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
5001 **BOY WHO STOLE A MILLION, THE**—MD-64m.—Maurice Reyna, Virgilio Texera, Marianne Benet—4753 (9-28-60)—Good program entry for family—Filmed in Spain
6006 **BREATH OF SCANDAL, A**—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has angles, names
6007 **CINDERFELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention—Reissue
6013 **FOXHOLE IN CAIRO**—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
6005 **G. I. BLUES**—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
6015 **LADIES MAN, THE**—C-96m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
6018 **LOVE IN A GOLDFISH BOWL**—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
R6012 **NAKED JUNGLE, THE**—MD-95m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter)—4819 (5-17-61)—Very funny Danny Kaye vehicle
6014 **ONE-EYED JACKS**—W-141m—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds)—4819 (5-17-61)—Cute, entertaining and sophisticated
6004 **SAVAGE INNOCENTS, THE**—D-110m.—(Technirama 70; TC)—Anthony Quinn, Yoko Tani—4758 (10-12-60)—Excellent educational subject with brilliant photography
6002 **UNDER TEN FLAGS**—D-92m.—Van Heflin, Mylene Demongeot, Charles Laughton—4734 (8-31-60)—Highly interesting yarn of "humane" warfare
6008 **WORLD OF SUZIE WONG, THE**—D-129m.(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

Sept. **BLOOD AND ROSES**—(TE; TC)—Mel Ferrer, Annette Vadim
Sept. **MAN-TRAP**—Jeffrey Hunter, Stella Stevens
Oct. **BREAKFAST AT TIFFANY'S**—(TC)—Audrey Hepburn, George Peppard
Nov. **BLUE HAWAII**—(TC)—Elvis Presley, Joan Blackman

COMING

SUMMER AND SMOKE—(TC)—Laurence Harvey, Geraldine Page
ERRAND BOY, THE—Jerry Lewis
COUNTERFEIT TRAITOR—(TC)—William Holden, Lilli Palmer
HATARI—(TC)—John Wayne, Red Buttons
IRON MEN, THE—Sidney Poitier, Claudia Cardinale
MY GEISHA—(TC; Panavision)—Shirley MacLaine, Yves Montand
ESCAPE FROM ZAHRAIN—(TC; Panavision)—Yul Brynner, Sal Mineo
GIRL NAMED TAMIKO, A—(TC; Panavision)—Laurence Harvey, France Nuyen
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
TOO LATE BLUES—Bobby Darin, Stella Stevens
WHO'S GOT THE ACTION—(TC)—Dean Martin, Lana Turner

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
128 **BATTLE AT BLOODY BEACH**—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
120 **BIG SHOW, THE**—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
102 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
046 **DESIRE IN THE DUST**—D-102m.—(CS)—Raymond Burr, Martha Hyer—4753 (9-28-60)—Interesting drama of small Southern town
053 **DESERT ATTACK**—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
120 **FIERCEST HEART, THE**—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell.
056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
FRANCIS OF ASSISI—D-105m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting religious drama
043 **FRECKLES**—D-84m.—(CS; DC)—Martin West, Carol Christenson—4754 (9-28-60)—Okay entry for the program
039 **GODDESS OF LOVE, THE**—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—(English dialogue; made in Italy)
036 **HIGH TIME**—C-103m.—(CS; DC)—Bing Crosby, Fabian, Tuesday Weld—4754 (9-28-60)—Cute comedy
037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
034 **LET'S MAKE LOVE**—C-118m.—(CS; DC)—Marilyn Monroe, Yves Montand, Tony Randall—4734 (8-31-60)—MM funfest headed for better money
102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
MARINES, LET'S GO—C-104m.—(CS; DC)—Tom Tyron, David Hedison, Linda Hutchins—4846 (8-9-61)—Mediocre war comedy
101 **MARRIAGE-GO-ROUND, THE**—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
131 **MISTY**—D-92m.—(CS; DC)—David Ladd, Pam Smith, Phantom, the horse—4834 (6-28-61)—Good entry for family trade and youngsters
104 **MILLIONAIRESS, THE**—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power

Fanny	A2	WB
Fast and Sexy	As	Col
Fast Set, The		For.
•Fate Of A Man		UA
Ferry to Hong Kong	A2	Fox
Fever In The Blood, A	A3	WB
Fiercest Heart, The	A2	Fox
Five Golden Hours	A3	Col.
Five Guns To Tombstone	A1	UA
Flaming Star	A1	Fox
•Flower Drum Song		U-I
Follow A Star		For.
For Members Only		For.
•Four Horsemen Of The Apocalypse		MGM
Foxhole In Cairo	B	Par.
Frantic	A2	For.
Freckles	A1	Fox
French Mistress, A	A3	For.
Francis of Assisi	A1	Fox
Frontier Uprising	A1	UA
•Fury Of The Barbarians		Col.

G

Gambler Wore A Gun, The	A1	UA
General Della Rovere	A2	For.
•George Raft Story, The		AA
•Geronimo		UA
Gidget Goes Hawaiian	A2	Col.
G. I. Blues	B	Par.
•Girl Named Tamiko, A		Par.
Girl Of The Night	SP	WB
Go Naked In The World	B	MGM
Goddess of Love, The	B	Fox
Gold Of The Seven Saints	A2	WB
Goliath and the Dragon	A2	A-I
Gone With The Wind—RE	B	MGM
Good Girls Beware		For.
Goodbye Again	B	UA
Gorgo	A1	MGM
Grass Is Greener, The	A3	U-I
Great Imposter, The	A2	U-I
Green Helmet, The	A1	MGM
Gun Fight	A1	UA
Guns Of The Navarone, The	A1	Col.

H

Hand, The	A2	A-I
Hand In Hand	A1	Col.
•Hatari		Par.
Heaven On Earth	A1	For.
Hell Is A City	A3	Col.
•Hell Is For Heroes		Par.
Hell To Eternity	B	AA
Herod, The Great	B	AA
Heroes Die Young	A3	AA
Hideous Sun Demon, The		Misc.
Hideout In The Sun		Misc.
High Time	A1	Fox
Hippodrome		For.
•Hitler		AA
Home is The Hero	A2	For.
Homicidal	A2	Col.
Honeymoon Machine	A1	MGM
Hoodlum Priest, The	A2	UA
Horse With The Flying Tail, The..		Misc.
House Of Fright	B	A-I
Hound That Thought He Was A Racoon, The	A1	Misc
•House Of Women		WB
•How The West Was Won		MGM
•Hustler, The		Fox

I

I Aim At the Stars	A2	Col.
•Innocents, The		Fox
•Invasion Quartet	A1	MGM
•Iron Men, The		Par.
It Happened In Broad Daylight		For
•It Happened In Athens		Fox

J

Jazz Boat	B	Col.
Joker, The		For.
Journey To The Lost City	A2	A-I
Jungle Cat	A1	Misc.

K

Key Witness	A3	MGM
*King Of Kings, The		MGM
King Of The Roaring '20's		AA
Konga	A2	A-I

L

*Lad: A Dog		WB
Ladies' Man	A1	Par.
La Dolce Vita	SP	For.
*Lady L		MGM
*Land We Love, The		UA
*Lost Hero, The		U-I
Last Sunset, The	B	U-I
Last Time I Saw Archie, The	A2	UA
Last Woman On Earth, The		Misc.
League Of Gentlemen, The	A3	For.
Left, Right and Center	A1	For.
Legions Of The Nile	B	Fox
Let No Man Write My Epitaph	A3	Col.
Let's Make Love	B	Fox
*Light In The Piazza, The		MGM
*Lion Of Sparta		Fox
Little Angel	A1	For.
Little Shepherd of Kingdom Come, The	A1	Fox
Little Shop Of Horrors, The		Misc.
Long Rope, The	A2	Fox
Look In Any Window	B	AA
Loss Of Innocence	A3	Col.
*Lost Battalion, The		A-I
Love And The Frenchwoman	B	For.
Love In A Goldfish Bowl	B	Par.
Love Specialist, The		For.
Love Game, The	C	For.
*Lover Come Back		U-I
*Loves Of Salammbo, The		Fox

M

Ma Barker's Killer Brood		Misc.
Mad Dog Coll	B	Col.
*Madison Avenue		Fox
Magdalena	C	For.
Magic Boy, The	A1	MGM
Magnificent Seven, The	A2	UA
*Majority Of One, A		WB
Make Mine Mink	A3	For.
Man In The Moon		For.
*Man-Trap		Par.
Marie Octobre	A2	For.
Marriage-Go-Round	B	Fox
Marines Lets Go	B	Fox
Mary Had A Little	B	UA
*Mask, The		WB
Master of the World	A1	A-I
Matter Of Morals, A	B	UA
Mein Kampf	A2	Col.
*Merrill's Maurauders		WB
Midnight Lace	A2	U-I
Mighty Crusaders, The	A1	For.
Millionairess, The	B	Fox
Minotaur, The	B	UA
Misfits, The	B	UA
Misty	A1	Fox
Modigliani Of Montparnasse		For.
Monster Of The Piedras Blancas, The		Misc.
Morals Squad		Misc.
Morgan The Pirate	B	MGM
*Most Dangerous Man Alive, The	B	Col.
*Music Man, The		W
*Murder, She Said		MGM
*Mutiny On The Bounty		MGM
*My Geisha		Par.
*Mysterious Island		Col.

N

Naked Edge, The	A2	UA
Naked Jungle, The—RE	A2	Par.
Natchez Trace		Misc.
Neapolitan Carousel		For.
Never On Sunday	C	For.
Next To No Time		For.
Nightfighters, The	A2	UA
Nikki, Wild Dog Of The North	A1	Misc.
No Morals		For.
North To Alaska	A3	Fox

O

Ocean's Eleven	A3	WB
Okefenokee		Misc.
*Oldest Confession, The		AU
Ole Rex	A1	U-I
On The Double	A1	Par.
On The Waterfront—RE	A2	Col.

051 **NORTH TO ALASKA**—C-122m.—(CS; DC)—John Wayne, Capucine, Fabian—4766 (11-8-60)—Comedy has angles
029 **ONE FOOT IN HELL**—W-90m.—(CS; DC)—Alan Ladd, Dolores Michaels—4729 (8-17-60)—Good western
RACERS, THE—MD-112m.—(CS; DC)—Kirk Douglas, Bella Darvi—4846 (8-9-61)—Entertaining auto racing entry—Reissue
126 **RETURN TO PEYTON PLACE**—D-122m.—(CS; DC)—Carol Lynley, Jeff Chandler, Eleanor Parker—4814 (5-3-61)—Sequel should prove popular
127 **RIGHT APPROACH, THE**—CD-92m.—(CS)—Frankie Vaughan, Martha Hyer—4814 (5-3-61)—Modern youth opus misses
115 **SANCTUARY**—D-90m.—(CS)—Lee Remick, Yves Montand—4794 (2-22-61)—Off-beat look at life and love in the south
047 **SECRET OF THE PURPLE REEF, THE**—MD-80m.—(CS; DC)—Jeff Richards, Margia Dean—4762 (10-26-60)—Average programmer
044 **SQUAD CAR**—MD-61m.—Vicl Raaf, Paul Bryar—4787 (1-25-61)—For the lower half
026 **SEPTEMBER STORM**—MD-99m.—(Stereovision; CS; DC)—Joanne Dru, Mark Stevens—4758 (10-12-60)—Entertaining entry in 3-D process
116 **SNIPER'S RIDGE**—MD-61m.—(CS)—Jack Ging, Stanley Clements—4790 (2-8-61)—Fair war programmer
130 **SNOW WHITE AND THE THREE STOOGES**—C-107m.—(CS; DC)—Carol Heiss, 3 Stooges—4825 (5-31-61)—Attractive entry for families and children in particular
050 **TESS OF THE STORM COUNTRY**—D-84m.—(CS; DC)—Diane Baker, Jack Ging—4790 (2-8-61)—Interesting version of classic
117 **TRAPP FAMILY, THE**—D-106m.—(DC)—Ruth Leuwerik, Hans Holt—4797 (3-8-61)—Family yarn good for the program—German made; dubbed in English
UPSTAIRS AND DOWNSTAIRS—C-100m.—(DC)—Mylene Demongeot, Michael Craig—4777 (12-21-60)—Cute comedy—English
133 **VOYAGE TO THE BOTTOM OF THE SEA**—MD-107m.—(CS; DC)—Walter Pidgeon, Joan Fontaine—4834 (6-28-61)—Moder day science fiction should do okay
042 **WALK TALL**—W-60m.—(CS; DC)—Willard Parker, Joyce Meadows—4762 (10-26-60)—Lower half filler
129 **WILD IN THE COUNTRY**—D-114m.—(CS; DC)—Elvis Presley, Hope Lange—4830 (6-14-61)—Well-made dramatic story has rowley for draw
054 **WIZARD OF BAGHDAD, THE**—C-93m.—(CS; DC)—Dick Shawn, Diane Baker—4777 (12-21-60)—Amusing programmer
033 **YOUNG JESSE JAMES**—W-73m.—(CS)—Ray Stricklyn, Merry Anders—4730 (8-17-60)—Lower half western

COMING FEATURES IN ORDER OF RELEASE

Sept. **HUSTLER, THE**—Paul Newman, Jackie Gleason, Piper Laurie
Sept. **INNOCENTS, THE**—(CS)—Deborah Kerr, Michael Redgrave
Oct. **BACHELOR FLAT**—(C; CS)—Celeste Holm, Tuesday Weld
Oct. **SECOND TIME AROUND THE**—Debbie Reynolds, Andy Griffith

COMING

BIG GAMBLE, THE—(CS; DC)—Stephen Boyd, Juliette Grecco
CLEOPATRA—(Todd-AO; C)—Elizabeth Taylor, Stephen Boyd
COMMANCHEROS, THE—(C; CS)—John Wayne, Charlton Heston, Stuart Whitman
DOUBLE TROUBLE—(CS; DC)—Tommy Noonan, Pete Marshall
IT HAPPENED IN ATHENS—(CS; C)—Jayne Mansfield, Nico Minardos
LION OF SPARTA—(CS; C)—Richard Egan, Diane Baker
LOVES OF SALAMMBO, THE—(DC)—Jeanne Valerie, Jacques Sernas
MADISON AVENUE—(CS)—Dana Andrews, Eleanor Parker
PIRATES OF TORTUGA—(CS; DC)—Ken Scott, Leticia Roman
QUEEN'S GUARD, THE—(CS)—Raymond Massey, Robert Stevens—England
SILENT CALL, THE—Roger Mobley, Pete, The Dog.
20,000 **EYES**—Gene Nelson, Merry Anders, James Brown

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

ALAMO, THE—D-161m.—(Todd-AC; TC)—John Wayne, Linda Cristal—4762 (10-26-60)—High rating, powerful historical dram—Batjac
BY LOVE POSSESSED—D-115m.—(DC)—Lana Turner, Efrem Zimbalist, Jr.—4820 (6-14-61)—High rating drama has marquee power—Mirisch
DOCTOR BLOOD'S COFFIN—D-92m.—(C)—Kiernon Moore, Hazel Court—4834 (6-28-61)—Horror drama for program—English—Caralan
EXODUS—MD-213m—(Super Panavision 70; TC)—Paul Newman, Eva Marie Saint—4778 (12-21-60)—High rating—Preminger
FACTS OF LIFE, THE—C-103m.—Bob Hope, Lucille Ball—4771 (11-23-60)—Bright, adult comedy has potent name power—H-L-P
FIVE GUNS TO TOMBSTONE—W-71m.—James Brown, Della Sherman—4790 (2-8-61)—Average western—Zenith
FRONTIER UPRISING—W-68m.—James Davis, Nancy Hadley—4790(2-8-61)—Cowboys, Indians, Mexicans and the U.S. Cavalry ride again—Zenith
GAMBLER WORE A GUN, THE—W-66m.—James Davis, Merry Anders—4810 (4-19-61)—Average western for action spots—Zenith
GOODBYE AGAIN—D-120m.—Ingrid Bergman, Yves Montand, Anthony Perkins—4838 (7-12-61)—Romance has lots to offer—Argus
GUN FIGHT—W-68m.—James Brown, Joan Staley—4834 (6-28-61)—Lower half filler—Zenith
HOODLUM PRIEST, THE—D-101m.—Don Murray, Larry Gates—4794 (2-22-61)—High rating drama—Murray-Wood
LAST TIME I SAW ARCHIE, THE—C-98m.—Robert Mitchum, Martha Hyer—4827 (5-31-61)—Humorous and entertaining tale of G. I's in training—Mark VII, Ltd.
MAGNIFICENT SEVEN, THE—D-126m.—(Panavision; DC)—Yul Brynner, Eli Wallach—4758 (10-12-60)—Quality action entry—Mirisch
MARY HAD A LITTLE—C-79m.—Agnes Laurent, Jack Watling—4841 (7-26-61)—Mediocre comedy for lower half—English
MATTER OF MORALS, A—D-90j.—Maj-Britt Nilsson, Patrick O'Neal—4831 (6-14-61)—Interesting drama—Filmed in Sweden
MINOTAUR, THE—MD-92m.—(TC; Totalscope)—Bob Mathias, Rosanna Schiaffino—4814 (5-3-61)—Another Italian spectacle for the program—Italian-made; English dialogue
MISFITS, THE—D-124m.—Clark Gable, Marilyn Monroe—4790 (2-8-61)—Unusual, absorbing and adult entry—Seven Arts
NAKED EDGE, THE—D-99m.—Gary Cooper, Deborah Kerr—4838 (7-12-61)—Has interest and angles—Pennebaker-Baroda—English
6025 **NIGHT FIGHTERS, THE**—MD-88m.—Robert Mitchum, Anne Heywood—4750 (9-14-60)—Irish revolt programmer—Made in Ireland—D.R.M.-Stross
OPERATION BOTTLENECK—MD-78m.—Ron Foster, Miiko Taka—4794 (2-22-61)—Lower half war meller—Zenith
POLICE DOG STORY, THE—MD-61m.—James Brown, Merry Anders—4791 (2-8-61)—Family-type meller for duallers—Zenith
REVOLT OF THE SLAVES, THE—D-99m.—(TotalScope; EC)—Rhonda Fleming, Lang Jeffries—4831 (6-14-61)—Lots of action in another Italian-made spectacle—Italian-made; dubbed in English—Moffa
SNAKE WOMAN, THE—D-68m.—John McCarthy, Susan Travers—4819 (5-17-61)—Horror item for lower half—English made
6024 **WALKING TARGET, THE**—MD-74m.—Joan Evans, Ronald Foster—4730 (8-17-60)—Fair lower half entry—Zenith
WHEN THE CLOCK STRIKES—D-72m.—James Brown, Merry Anders—4835 (6-28-61)—Lower half filler
YOUNG SAVAGES, THE—D-100m.—Burt Lancaster, Dina Merrill, Shelly Winters—4814 (5-3-61)—Serious, fascinating probe of juvenile delinquency—Contemporary

COMING FEATURES IN ORDER OF RELEASE

July **THE CAT BURGLAR**—Jack Hogan, June Kenney
Aug. **YOU HAVE TO RUN FAST**—Craig Hill, Elaine Edwards
Aug. **TEEN-AGE MILLIONAIRE**—Rocky Graziano, Zasu Pitts
Sept. **YOUNG DOCTORS, THE**—Fredric March, Dick Clark, Ina Balin

COMING

BIRD MAN OF ALCATRAZ, THE—Burt Lancaster, Karl Malden, Thelma Ritter
BOY WHO FOUND $100,000—Wanda Hendrix, Don Beddoe, Roger Mobley—Harvard
FATE OF A MAN—Sergei Bondarchuk—Mosfilm (U. S. A.-U. S. S. R. Cultural Agreement Film)
GERONIMO—(TC)—Chuck Connors
LAND WE LOVE, THE—(C; Panavision)—James Mason, Kate Manx, Neville Brand—Daystar
OLDEST CONFESSION, THE—Rex Harrison, Rita Hayworth
PARIS BLUES—Paul Newman, Joanne Woodward—Pennebaker
POCKETFUL OF MIRACLES—Glenn Ford, Bette Davis, Hope Lange—Capra
SECRET OF DEEP HARBOR, THE—Ron Foster, Merry Anders
SERGEANTS 3—(TC; Panavision)—Frank Sinatra, Ruta Lee, Dean Martin—Essex
SOMETHING WILD—Carroll Baker, Ralph Meeker—Prometheus
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
THREE ON A SPREE—Jack Watling, Carole Lesley—Caralan
TOWN WITHOUT PITY—Kirk Douglas
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
WEST SIDE STORY—(Panavision 70; EC)—Natalie Wood, Richard Beymer—Mirisch

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6021 **BETWEEN TIME AND ETERNITY**—D-84m.—(C)—Lilli Palmer, Carlos Thompson—4730 (8-17-60)—Drama has most attraction for women—Filmed abroad; dubbed in English
6120 **BLAST OF SILENCE**—MD-77m.—Allen Baron, Molly McCarthy—4810 (4-19-61)—Better program entry
6018 **COLLEGE CONFIDENTIAL**—D-90m.—Steve Allen, Jayne Meadows, Mamie Van Doren—4734 (8-31-60)—For the lower half
6121 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4835 (6-28-61)—Highly enjoyable comedy
6115 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English
6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
6104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
6101 **MIDNIGHT LACE**—D-108m—(EC)—Doris Day, Rex Harrison—4763 (10-26-60)—Lush, name-filled suspense drama looks like box-office winner
6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
6112 **POSSE FROM HELL**—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
PRIVATE LIVES OF ADAM AND EVE, THE—C-87m.—(Part color)—Mickey Rooney, Mamie VanDoren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
6106 **ROMANOFF AND JULIET**—C-103m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
6109 **SECRET WAYS, THE**—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
6020 **SEVEN WAYS FROM SUNDOWN**—W-86m.—(EC)—Audie Murphy, Venetia Stevenson—4758 (10-12-60)—Very good western
6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andre Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English
6105 **SHAKEDOWN, THE**—MD-91m.—Terrence Morgan, Hazel Court—4847 (8-9-61)—Lower half melier—English
6070 **SPARTACUS**—D-189m.—(Super Technirama 70; TC)—Kirk Douglas, Laurence Olivier, Jean Simmons—4759 (10-12-60)—High-rating epic ranks with the best
6119 **TAMMY TELL ME TRUE**—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
6110 **TOMBOY AND THE CHAMP**—D-92m. (EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
6118 **TROUBLE IN THE SKY**—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

Nov. **BACK STREET**—(C)—Susan Hayward, John Gavin, Vera Miles

COMING

CAPE FEAR—Gregory Peck, Polly Bergen
FLOWER DRUM SONG—(C)—Nancy Kwan, James Shigeta
LAST HERO—(Panavision)—Kirk Douglas, Gena Rowlands
LOVER COME BACK—(C)—Rock Hudson, Doris Day, Tony Randall
OUTSIDER, THE—Tony Curtis, Miriam Colon
SPIRAL ROAD, THE—(C) (Panavision)—Rock Hudson, Burl Ives, Gena Rowlands
TOUCH OF MINK—(C; Panavision)—Cary Grant, Doris Day

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

014 **BIMBO THE GREAT**—MD-93m.—(EC; CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
001 **CROWDED SKY, THE**—D-105m.—(TC)—Dana Andrews, Rhonda Fleming—4734 (8-31-60)—Yarn of men and planes has angle
005 **DARK AT THE TOP OF THE STAIRS, THE**—D-123m.—(TC)—Robert Preston, Dorothy McGuire—4754 (9-28-60)—Well-made interesting adult entry
013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-94m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
016 **FANNY**—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
008 **FEVER IN THE BLOOD, A**—D-117m.—Efrem Zimbalist, Jr., Angie Dickinson—4787 (1-25-61)—Interesting dramatic fare on world of politics
004 **GIRL OF THE NIGHT**—D-99m.—Anne Francis, Lloyd Nolan—4759 (10-12-60)—Exploitable clinical study of a prostitute—for adults only
009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry
021 **OCEAN'S ELEVEN**—CMD-127m.—(Panavision; TC)—Frank Sinatra, Dean Martin, Angie Dickinson—4730 (8-17-60)—Highly entertaining entry is sure boxoffice
015 **PARRISH**—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
011 **PORTRAIT OF A MOBSTER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charita Luna—4820 (5-17:61)—Good programmer
007 **SUNDOWNERS, THE**—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
002 **SUNRISE AT CAMPOBELLO**—BIO D-143m.—(TC)—Ralph Bellamy, Greer Garson—4754 (9-28-60)—Quality picturization of hit stage play
010 **WHITE WARRIOR, THE**—MD-86m.—(TC; DYALI-SCOPE)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English

COMING

Sept. **WORLD BY NIGHT**—(TC)—
Oct. **SPLENDOR IN THE GRASS**—(TC)—Natalie Wood, Warren Beatty

COMING FEATURES IN ORDER OF RELEASE

CLAUDELLE INGLISH—Diane McBain, Arthur Kennedy
COUCH, THE—Grant Williams, Shirley Knight
HOUSE OF WOMEN—Shirley Knight, Andrew Duggan
LAD: A DOG—(TC)—Peggy McCay, Peter Breck
MAJORITY OF ONE, A—(TC)—Rosalind Russell, Alec Guinness
MASK, THE—(Depth-Dimension)—Paul Stevens, Claudette Nevins
MERRILL'S MARAUDERS—(TC)—Jeff Chandler, Ty Hardin
MUSIC MAN, THE—(TC)—Robert Preston, Shirley Jones
ROMAN SPRING OF MRS. STONE, THE—(C)—Vivien Leigh, Warren Beatty
SAMAR—(TC)—George Montgomery, Ziva Rodann
SINGER NOT THE SONG—(CS; C)—Dirk Bogarde, John Mills, Mylene Demongeot—England
SUSAN SLADE—(TC)—Troy Donahue, Connie Stevens, Dorothy McGuire

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

ABSENT MINDED PROFESSOR, THE—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one—Buena Vista
AFTER MEIN KAMPF—DOC-74m.—Written and directed by Ralph Porter—4847 (8-9-61)—Semi-documentary on Hitler and associates has angles and interest—Brenner
ATLAS—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-17-61)—Spectacle programmer for actionspots—Filmgroup
BUFFALO GUN—W-72m.—Marty Robbins, Mary Ellen Kay—4841 (7-26-61)—Mediocre western entry—Globe
CAREER GIRLS ON A NAKED HOLIDAY—NOV.-65m.—Zelda Supplee—4798 (3-8-61)—Another nudist colony exposition—Brenner
CODE OF SILENCE—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half melier Sterling World Dist.
COLD WIND IN AUGUST, A—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aldart
CROWNING EXPERIENCE, THE—D-102m.—(TC)—Muriel Smith, Louis Bylee—4775 (12-7-60)—Has angles and appeal—Moral Re-Arament
DEAD ONE, THE—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras
DEADLY COMPANIONS, THE—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—(6-14-61)—Engrossing western hits the mark—Pathe-America
ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made in Denmark—Budd Rogers
GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay melier for duallers—Made in Brazil—Astor
HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
HIDEOUT IN THE SUN—NOV-72m.—(EC)—No credits available—4735 (8-31-60)—Fair nudist novelty—Astor
HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers—Buena Vista
HOUND THAT THOUGHT HE WAS A RACOON, THE—NOV-46m.—(TC)—Walt Disney—Live Action Featurette—4735 (8-31-60)—Excellent novelty nature subject—Buena Vista

One-Eyed Jacks	A3	Par.
One Foot In Hell	A3	Fox
One Hundred And One Dalmatians	A11	Misc.
Operation Bottleneck	A2	UA
•Operation Camel		A-I
Operation Eichmann	A3	AA
Ostrich Has Two Eggs, The		Fer.
•Outsider, The		U-I

P

Parent Trap, The	A1	Misc.
•Paris Blues		UA
Parrish	B	WB
Passport To China	A1	Col.
Pepe	A1	Col.
Pharaoh's Woman	B	U-I
Picnic—RE		Col.
Picnic On The Grass		For.
•Pirates Of Tortuga		Fox
Pit And The Pendulum, The		A-I
•Play It Cool		Col.
Please Turn Over	A3	Col.
Pleasure of His Company, The	A2	Par.
•Plunderers, The	A3	AA
Pocketful Of Miracles		UA
Police Dog Story	A1	UA
Portrait Of A Mobster	B	WB
Posse From Hell	A2	U-I
Prime Time, The	B	Misc.
Private Lives of Adam and Eve, The	B	U-I
•Professionals, The		AI

Q

•Queen's Guard, The		Fox
•Queen of the Pirates	A1	Col.

R

Racers, The—RE		Fox
Raisin In The Sun, A	A2	Col.
Raymie	A1	AA
•Reptilicus		A-I
Rest Is Silence, The		For.
Return To Peyton Place	A3	Fox
Revolt of the Slaves	B	UA
Right Approach, The	B	Fox
Ring Of Fire	A3	MGM
Ritual Of Love		For.
Rocco And His Brothers		For.
Rocket Attack, U. S. A.		Misc.
•Roman Spring Of Mrs. Stone, The		WB
Romanoff and Juliet	A1	U-I
Royal Ballet, The		For.
Rue De Paris	A3	For.

S

•St. George And The 7 Curses		UA
•Samar		WB
Sanctuary	B	Fox
Santa Claus	A1	For.
Saturday Night And Sunday Morning	C	For.
Savage Innocents	A3	Par.
School for Scoundrels	A2	For.
Scream Of Fear	A2	Col.
•Second Time Around, The		Fox
Secret of Monte Cristo, The	A1	MGM
Secret of the Purple Reef	A2	Fox
•Sergeant Was A Lady		U-I
Secrets Of Women		For.
•Secret Of Deep Harbor, The		UA
•Secret Partner, The	A2	MGM
Secret Ways, The	A2	U-I
September Storm	B	Fox
Serengeti Shall Not Die	A1	AA
Seven Ways From Sundown	A2	U-I
Sex Kittens Go To College	B	AA
Sexpot		For.
Shadow Of The Cat	A2	U-I
Shadows		Misc
Shakedown, The	B	U-I
Shangri-La		Misc.
She Walks By Night		For.
•Silent Call, The		Fox
Sin and Desire		For.
Sin of Rachel Cade, The	A3	WB
•Singer Not The Song, The		WB
Snake Woman	A1	UA
Sniper's Ridge	A2	Fox
Snow White And The 3 Stooges	A1	Fox
•Soldiers 3		UA
Solid Gold Cadillac, The—RE	A2	Col.
•Something Wild		UA
Spartacus	A3	U-I
Spessart Inn, The		For.
•Spiral Road, The		U-I
•Splendor In The Grass		WB
•Spider's Web, The		UA
Squad Car	B	Fox
Steel Claw, The	A2	WB
•Stop Me Before I Kill	A3	Col.
•Summer and Smoke	A3	Par.
Sundowners, The	A2	WB
Sun Lovers Holiday		Mis.
Sunrise at Campobello	A2	WB
Surprise Package	B	Col.
•Susan Slade		WB
Swiss Family Robinson	A1	Misc.
Sword of Sherwood Forest	A1	Col.
•Swordsman Of Sienna		MGM

T

Tammy Tells Me True	A1	U-I
•Tartars, The		MGM
Teacher And The Miracle, The	A1	For.
•Teen-Age Millionaire, The		UA
Ten Who Dared	A1	Misc.
Terror Of The Tongs	B	Col.
Tess of the Storm Country	A2	Fox
They Were Ten		For.
Thief Of Baghdad, The	A1	MGM
Three Blondes In His Life		Misc.
•Three On A Spree	A3	UA
•3 Stooges Meet Hercules, The		Col.
Three Worlds Of Gulliver	A1	Col.
•Thunder Of Drums, A		MGM
•Time Bomb	A2	AA
Tomboy And The Champ	A1	U-I
•Too Late Blues		Par.
Tormented, The	A2	AA
•Touch Of Mink		U-I
•Town Without Pity		UA
Trapp Family, The	A1	Fox
Trouble in the Sky	A1	U-I
Truth, The	C	For.
Tunes Of Glory	A3	For.
•Twenty Plus Two		AA
•20,000 Eyes	B	Fox
Twinkle And Shine (It Happened To Jane)—RE		Col.
Two Loves	B	MGM
Two Rode Together	A2	Col.
Two Way Stretch	A2	For.
Two Women	A3	For.

U

Under Ten Flags	A1	Par.
•Underwater City, The		Col.
Underworld, U. S. A.	B	Col.
Unfaithfuls, The	A3	AA
Upstairs and Downstairs	A3	Fox

V

•Valiant, The		UA
•Very Private Affair, A		MGM
Village Of The Damned, The	A2	MGM
Violent Summer, The		For.
Virgin Spring, The	A3	For.
Voyage To The Bottom Of The Sea	A1	Fox

W

Wackiest Ship In The Army, The	A1	Col.
Walk Tall	A1	Fox
Walking Target	A2	UA
Warrior Empress, The	B	Col.
Watch Your Stern	A1	For.
Weddings and Babies		Misc.
•West Side Story		UA
•Weekend With Lulu	A2	Col.
When The Clock Strikes	A1	UA
Where The Boys Are	B	MGM
Where The Hot Wind Blows	B	MGM
White Warrior, The	A2	WB
•Who's Got The Action		Par.
Wild In The Country	B	Fox
Wild One, The—RE	B	Col.
•Wild Youth		Misc.
Wings Of Chance	A1	U-I
Wizard of Baghdad, The	A1	Fox
Wonders Of Aladdin, The		MGM
•World By Night	B	WB
World Of Suzie Wong, The	B	Par.

Y

•You Have to Run Fast		UA
•Young Doctors, The		UA
Young Have No Time, The	A3	For.
Young Jesse James	B	Fox
Young Love		For.
Young One, The	A3	Misc
Young Savages, The	A2	UA

JUNGLE CAT—NOV-70m.—(TC)—Walt Disney True Life Adventure—4735 (8-31-60)—Excellent nature study—Buena Vista
LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for duallers.—Filmgroup
LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitale gangster meller—Filmservice Dist.
MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer—Filmservice Dist. Corp.
MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
NATCHEZ TRACE—MD-80m.—Zachary Scott, Marcia Henderson—4764 (10-26-60)—Okay historical action meller—Panorama
NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—(6-14-61)—Good action yarn for the program—Buena Vista
OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps orogram meller—Filmservice Dist. Corp
ONE HUNDRED AND ONE DALMATIONS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)—Buena Vista
PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all—Buena Vista
PRIME TIME, THE—MD-76m.—JoAnn LeCompte, James Brooks—4760 (10-12-60)—Amateurish 'teen-age meller for lower half—Mid Continent
PRIMITIVE PARA DISE—DOC-66m.—(C)—Produced and directed by Lewis Cotlow—4842 (7-26-61)—Colorful documentary of New Guinea for the program—Excelsior
ROCKET ATTACK, U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
SHANGRI-LA—Nov-62m.—(C)—Ordinary nudist stuff for exploitation spots—4847 (8-9-61)—Brenner
SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuitl—4776 (12-7-60)—Another nudist colony novelty—Made in Brazil—English commentary—Astor
SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade—Buena Vista
TEN WHO DARED—MD-92m.—(TC)—Brian Keith, John Beal—4756 (9-28-60)—Good adventure yarn—Buena Vista
THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema Associates
WEDDINGS AND BABIES—D-81m.—Viveca Lindfors, John Myhers—4768 (11-9-60)—For art houses—Morris Engel
WILD YOUTH—MD-70m.—Robert Hutton, Carol Ohmart—4760 (10-12-60)—For the lower half—Cinema Associates
YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ARGENTINE

END OF INNOCENCE—D-76m.—Elsa Daniel, Lautare Mura—4756 (9-28-60)—Okay for art and specialty spots—Titles—Kingsley Int.

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—Valiant
ENTERTAINER, THE—D-97m.—Sir Laurence Olivier, Brenda de Banzie—4759 (10-12-60)—Off-beat, interesting entry for art and specialty spots—Continental
FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
FOR MEMBERS ONLY—NOV-87m.—(TC)—Brian Cobby, Shelley Martin—4759 (10-12-60)—Sexploitation nudist film for fast buck spots—Union
FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing Import—Films Around The World
GREEN CARNATION, THE—See the Trials of Oscar Wilde
LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-81)—Highly entertaining entry—Kingsley Int.
LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
MAN IN THE MOON—C-98m.—Kenneth More, Shirley Ann Field—4839 (7-12-61)—Cute English comedy—Trans-Lux
NEXT TO NO TIME—CD-93m.—(EC)—Kenneth More, Betsy Drake—4731 (8-17-60)—Moderately entertaining import—Show Corp. of America
ROYAL BALLET, THE—BALLET-131m.—(EC)—Margot Fonteyn, Michael Somes—4760 (10-12-60)—Exquisite ballet film for art spots—Lopert
SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly Interesting import—Continental
SCHOOL FOR SCOUNDRELS—C-94m.—Ian Carmichael, Janette Scott—4731 (8-17-60)—Highly amusing Import—Continental
TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalone, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting Import for art spots—Dubbed in English—Film Representations

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior—
BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
CHEATERS, THE—D-117m.—Pascale Petit, Andrea Parisy, Jacques Charrier—4842 (7-26-61)—Interesting tale of French teenagers—English titles—Continental
COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Vidal—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English Titles—Kingsley—Int.
COW AND I, THE—C-98m.—Fernandel, Rene Havard—4839 (7-12-61)—Good humorous import—English titles—Zenith-Int.
DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed in English—Films Around The World
FRANTIC—D-90m.—Jeanne Moreau, Maurice Ronet—4839 (7-12-61)—Interesting psychological import—English titles—Times
GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed in English—Fanfare
JOKER, THE—C-86m.—Anouk Aimee, Jean-Pierre Cassel—4847 (8-9-61)—Fairly amusing bedroom farce for art spots—English titles—Lopert
LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots—Titles and narration—Kingsley-Int.
LOVE GAME, THE—D-88m.—Jean-Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
MARIE OCTOBRE—D-98m.—Danielle Darrieux, Bernard Blier—4763 (10-26-60)—Compelling Import for art spots—English titles—Lopert
MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
NO MORALS—MD-77m.—(Colorscopic)—Jeanne Moreau, Robert Dalban—4735 (8-31-60)—Exploitable Import for art and specialty spots—Titles—Mishkin
OSTRICH HAS TWO EGGS, THE—C-89m.—Pierre Fresnay, Simone Renant—4767 (11-9-60)—Cute comedy for adults at art, specialty spots—English titles—Janus
PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
RITUAL OF LOVE—DIC-73m.—(EC)—4756 (9-28-60)—Exploitable anthropological subject for artspots—English narration—Pacemaker
RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
SEXPOT—MD-93m.—Magali Noel, Philippe Lemaire—4735 (8-31-60)—Strictly for art, specialty houses—Titles—Mishkin
SIN AND DESIRE—D-77m.—Francoise Arnoul, Andre LeGall—4763 (10-26-60)—Import not of art house calibre—Dubbed in English—Atlantis
TRUTH, THE—D-127m.—Brigitte Bardot, Marie-Jose Nat, Saml Frey—4842 (7-26-61)—Lengthy Bardot import—English titles or dialogue—Kingsley-Int.

GERMAN

CONFESS, DR. CORDA—D-101m.—Hardy Kruger, Elisabeth Mueller—4766 (11-9-60)—Well-made, suspenseful Import—English titles—President
HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed in English—Continental

IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
REST IS SILENCE, THE—D-106m.—Hardy Kruger, Ingrid Andree—4752 (9-14-60)—Interesting art house entry—Titles—Films Around The World
SHE WALKS BY NIGHT—D-85m.—Belinda Lee—4731 (8-17-60)—Adult fare for specialty spots—Dubbed in English—Woolner
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

GREEK

NEVER ON SUNDAY—C-91m.—Melina Mercouri, Jules Dassin—4763 (10-26-60)—Delightful comedy is art house winner and could surprise elsewhere—English dialogue—Lopert

IRELAND

HOME IS THE HERO—D-83m.—Arthur Kennedy, Eileen Crowe—4799 (3-8-61)—Interesting Irish drama—Show Corporation

SRAELI

THEY WERE TEN—D-105m.—Ninette, Oded Teomi—4810 (4-19-61)—Interesting Israeli import—English titles—Schwartz-Sachson

ITALIAN

ADVENTURE, THE—D-145m.—Monica Vitti, Gabriele Ferzetti—4806 (4-5-61)—Interesting import for art spots—English titles—Janus
ANNA'S SIN—D-86m.—Ann Vita, Ben E. Johnnson—4806 (4-5-61)—Fair tale of miscegination and mystery—Dubbed in English—Atlantis
GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
HEAVEN ON EARTH—D-84m.—(EC)—Barbara Florian, Charles Fawcett—4763 (10-26-60)—Interesting tour of Rome with romantic dressing—Dubbed in English—JB Film Dist.
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Almee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
LOVE SPECIALIST, THE—C-104m.—(TE; TC)—Diana Dors, Vittorio Gassman—4756 (9-28-60)—Light weight import can be sold in some spots on name values—Dubbed in English—Madison
MIGHTY CRUSADERS, THE—SPEC-87m.—(SC; C)—Francisco Rabal, Sylva Koscina—4799 (3-8-61)—Yet another Italian-made spectacle—Dubbed in English—Falcon
NEAPOLITAN CAROUSEL—MU-116m.—(Pathe Color)—Paolo Stoppa, Clelia Matania—4842 (7-26-61)—Colorful, entertaining musical for art, specialty spots—English titles—Lux
ROCCO AND HIS BROTHERS—D-175m.—Alain Delon, Katina Paxinou, Claudia Cardinale—4839 (7-12-61)—Adult art house audiences will best appreciate fine import—English titles—Astor
TEACHER AND THE MIRACLE, THE—88m.—Aldo Fabrizi, Eduardo Nevola—4807 (4-5-61)—Heart-touching import—Dubbed in English—President
TWO WOMEN—D-105m.—Sophia Loren, Jean Paul Belmondo—4822 (5-17-61)—Interesting import for art, specialty spots—English titles—Embassy
VIOLENT SUMMER—D-97m.—Eleanora Rossi-Drago, Jean Louis Trintignant—4822 (5-17-61)—Interesting import—English titles—Films Around The World

JAPANESE

CARMEN COMES HOME—CD-87m.—Hideko Takamine, Toshiko Kobayashi—4730 (8-17-60)—Cute entry for art spots—English titles—Brandon

MEXICAN

LITTLE ANGEL—D-90m.—(EC)—Maria Gracia—4783 (1-11-61)—Good entry for children, family and program—Dubbed in English—K. Gordon Murray
SANTA CLAUS—FAN-94m.—(EC)—Joseph Elias Moreno—4760 (10-12-60)—For the kiddies—Dubbed in English—K. Gordon Murray

SWEDISH

SECRETS OF WOMEN—CD-114m.—Anita Bjork, Maj-Britt Nilsson, Eva Dahlbeck—4847 (8-9-61)—Entertaining and sexy Ingmar Bergman import—English titles—Janus
VIRGIN SPRING, THE—D-88m.—Max von Sydow, Birgitta Valberg—4776 (12-7-60)—Well-made, interesting but unpleasant import—English titles—Janus

U.S.S.R.

BALLAD OF A SOLDIER—MD-92m.—Vladimir Ivashev, Zhanna Prokhorenko—4795 (2-22-61)—Excellent in any language—English titles—Union

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FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1959-'60 and 1960-'61 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1959-'60 and 1960-'61 product, accurate to time of publication—Ed.)

Allied Artists

6007	Hell to Eternity	Sept
6009	Caltiki, The Immortal Monster	Sept.
6010	The Tormented	Sept.
6012	Bloody Brood	Oct'
6013	Serengeti Shall Not Die	Oct.
6101	Look In Any Window	Jan.
6008	The Plunderers	Nov.
6014	Heroes Die Young	Nov.
6015	The Unfaithfuls	Nov.
6016	Herod The Great	Dec.
6101	Look In Any Window	Jan.
6102	Dondi	Mar.
6103	Operation Eichmann	Mar.
6104	Time Bomb	Aprll
6105	Angel Baby	May
6106	David and Goliath	June
6107	King Of The Roaring 20's	June
6108	Brainwashed	July
6109	Armored Command	July
6110	Twenty Plus Two	Aug.

American-International

507	Portrait Of A Sinner	Jan.
508	Journey to the Lost City	Oct.
509	Goliath and the Dragon	Dec.
601	The Hand	Mar.
602	Black Sunday	Feb.
503	Konga	Mar.
604	House of Fright	May
605	Operation Camel	May
606	Beware of Children	April
607	Master of the World	June
608	Alakazam The Great	July
609	Pit and the Pendulum	Aug.
611	Lost Battalion	Sept.

Columbia

505	The Enemy General	Sept.
506	All The Young Men	Sept.
507	Fast and Sexy	Sept.
508	As The Sea Rages	Sept.
509	The Wild One—RE	Oct.
510	On The Waterfront—RE	Oct.
511	Song Without End	July
512	I Aim At The Stars	Oct.
513	Let No Man Write My Epitaph	Oct.
514	Surprise Package	Nov.
515	I'm All Right, Jack	Oct.
516	Hell Is A City	Nov.
517	The 3 Worlds Of Gulliver	Dec.
518	Please Turn Over	Dec.
519	Jazz Boat	Dec.
	The Wackiest Ship In The Army	Jan
520	Pepe	Mar.
522	Sword Of Sherwood Forest	Jan.
523	Hand In Hand	Feb.
524	The Warrior Empress	May
525	Underworld U. S. A.	Mar.
527	Passport to China	Feb.
529	Cry For Happy	Mar.
530	The Terror of the Tongs	Mar.
	Born Yesterday—RE	Mar.
	The Solid Gold Cadillac—RE	Mar.
533	A Raisin In The Sun	Aprll
535	Stop Me Before I Kill	May
	Picnic—RE	April
	The Treatment	April
534	Mad Dog Coll	May
	Mein Kampf	May
539	Five Golden Hours	June
540	Homicidal	June
541	Most Dangerous Man Alive, The	June
601	Gidget Goes Hawaiian	June
602	Two Rode Together	July
	Mysterious Island	Aug.
603	The Guns Of Navarone	July
	Loss of Innocence, The	Sept.
	Devil At Four O'Clock	Sept.
	Scream of Fear	Oct
	Weekend With Lulu	Oct'
	Everything's Ducky	Oct'

MGM

101	The Angel Wore Red	Sept.
102	The Subterraneans	Sept.
103	The Key Witness	Oct.
104	Where The Hot Wind Blows	Oct
105	Gorgo	Jan.
106	Butterfield 8	Nov.
107	Magic Boy	
108	Cimarron	Dec.
109	The Village Of The Damned	Jan
110	Where The Boys Are	Dec.
111	Go Naked In The World	Feb
113	Atlantis, The Lost Continent	May
114	Gone With The Wind—RE	
115	The Secret Partner	Mar.
116	The Green Helmet	April
117	Two Loves	May
118	Bridge To The Sun	Aug.
119	Ring of Fire	June
120	Morgan The Pirate	July
121	The Secret Of Monte Cristo	June
122	Honeymoon Machine	July
123	The Thief Of Baghdad	Aug
124	Ada	Aug.
	Thunder Of Drums	Sept
	Invasion Quarette	Oct
112	Colossus Of Rhodes	Nov.
	Bachelor In Paradise	Dec

Paramount

5927	It Started In Naples	Sept.
5001	The Boy Who Stole A Million	Sept
6002	Under 10 Flags	Sept.
6004	The Savage Innocents	Feb
6005	G. I. Blues	Nov.
6006	A Breath Of Scandal	Oct.
6007	Cinder Fella	Dec.
6008	The World Of Suzie Wong	Feb.
6009	Blueprint For Robbery	Jan.
R6011	Elephant Walk—RE	Jan.
R6012	The Naked Jungle—RE	Jan.
6010	All In A Night's Work	April
6013	Foxhole In Cairo	April
6014	One-Eyed Jacks	May
6015	Ladies' Man	June
6016	On the Double	July
6017	Pleasure Of His Company	Aug
6018	Love In A Goldfish Bowl	Aug.
6101	Blood And Roses	Sept.
6102	Restless	Sept.
6103	Breakfast At Tiffany's	Oct.
R6104	White Christmas	Oct.
6105	Blue Hawaii	Nov.
6106	The Errand Boy	Dec
6107	Summer And Smoke	Dec'

20th-Fox

023	South Pacific	
025	September Storm	Oct.
034	Let's Make Love	Sept.
	Aphrodite	Sept.
036	High Time	Oct.
037	Legions Of The Nile	Dec.
039	Goddess Of Love	Nov
040	Captains Table, The	Oct.
042	Walk Tall	Oct.
043	Freckles	Sept.
044	Squad Car	Sept.
046	Desire In The Dust	Oct.
047	Secret of the Purple Reef	Oct
050	Tess Of The Storm Country	Feb,
051	North To Alaska	Nov.
053	Desert Attack	Nov.
054	The Wizard of Baghdad	Dec.
056	Flaming Star	Jan.
057	Esther And The King	Nov.
101	Marriage-Go-Round	Jan.
102	The Little Shepherd Of Kingdom Come	Jan.
	The Queen's Guards	
104	The Millionairess	Mar.
105	The Canadians	Feb.
110	Ferry To Hong Kong	
111	Circle of Deception	Mar.
112	All Hands On Deck	Mar
113	The Long Rope	Feb.
114	Days Of Thrills And Laughter	Mar.
115	Sanctuary	Mar.
116	Sniper's Ridge	Feb.
117	The Trapp Family	Mar.
120	The Fierest Heart	Apr.
123	The Big Show	May
126	Return to Peyton Place	May
127	The Right Approach	May
	The Silent Call	May
	20,000 Eyes	May
128	Battle At Bloody Beach	June
129	Wild In The Country	June
130	Snow White And The 3 Stooges	July
	Francis Of Assisi	July
	The Big Gamble	
131	Misty	July
133	Voyage To The Bottom Of The Sea	June
	Marines, Let's Go	Aug.
	The Hustler	Sept.
	The Innocents	Sept.

United Artists

6019	Studs Lonigan	Sept.
6024	Walking Target	Nov.
6025	The Night Fighters	Sept
	The Magnificent Seven	Oct
	Inherit The Wind	Nov.
	The Alamo	Nov.
	Police Dog Story	Dec.
	Exodus	Dec.
	The Facts Of Life	Jan.
	Five Guns To Tombstone	Jan.
	The Misfits	Feb.
	Warlord Of Crete	Feb.
	Operation Bottleneck	Feb.
	Hoodlum Priest	Mar.
	A Matter of Morals	Mar.
	The Minotaur	Aprll
	Revolt Of The Slaves	May
	The Young Savages	May
	Snake Woman	May
	Dr. Blood's Coffin	May
	Gun Fight	May
	Last Time I Saw Archie	June
	When The Clock Strikes	June
	By Love Possessed	July
	Naked Edge	July
	The Cat Burglar	July
	Teen-Age Millionaire	Aug.
	Goodbye Again	Aug.
	You Have To Run Fast	Aug.
	The Young Doctors	Sept.

Universal

6020	Seven Ways From Sundown	Oct
6021	Between Time and Eternity	Sept.
6070	Spartacus	
6101	Midnight Lace	Nov.
6102	Private Lives Of Adam And Eve	Jan.
6103	The Grass Is Greener	Jan.
6104	The Great Imposter	Feb.
6105	The Shakedown	Feb.
6106	Romanoff And Juliet	Mar.
6109	The Secret Ways	April
6110	Tomboy And The Champ	April
6111	Wings Of Chance	April
6113	Pharaoh's Woman	May
6114	Ole Rex	May
	Posse From Hell	May
6115	Curse Of The Werewolf	June
6116	Shadow Of The Cat	June
6117	The Last Sunset	July
6118	Trouble In The Sky	July
6119	Tammy Tell Me True	July
6120	Blast Of Silence	Aug.
6121	Come September	Sept.

Warners

001	The Crowded Sky	Sept.
002	Sunrise At Campobello	Oct.
003	The Sins Of Rachel Cade	April
004	Girl Of The Night	Oct.
005	The Dark At The Top Of The Stairs	Oct.
007	The Sundowners	Dec
008	Fever In The Blood	Jan
009	Gold Of The Seven Saints	Feb
010	The White Warrior	Mar
011	Portrait of a Mobster	April
012	Steel Claw, The	May
013	Fabulous World of Jules Verne	June
014	Bimbo the Great	June
015	Parrish	July
016	Fanny	July
017	Lad: A Dog	Aug.
	Splendor In The Grass	Oct.
	World By Night	Sept.

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POSITION WANTED: Projectionist, sign painter, display artist. 18 years experience. Married, honest, sober, reliable. Will locate anywhere. **Write BENNY NORTHAM, 2031 Texas St., Carlsbad, N. M.** (89)

POSITION WANTED: Projectionist with 18 months experience wants better opportunity. Presently working in small town in weekend operation. **BOX B82, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

MANAGER WANTED: Experienced, able handle own advertising, etc., conduct deluxe house operation. Willing settle, live in nice town of 35,000 in Philadelphia exchange area. Write giving qualifications, salary, replies confidential. **BOX A816, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

MANAGER WANTED: for northern Penna. art theatre in rapidly growing organization. Must be aggressive and experienced. Excellent opportunity for advancement. Air-Mail, giving salary requirements, resume, draft and marital status, etc. **FILM ARTS ENTERPRISES, 32 Pride St., Pittsburgh 19, Pa.** (816)

PROJECTIONIST, 15 years experience, all types equipment, both drive-in and conventional. Reliable family man, desires permanent position. Will go anywhere for year-round work. **R. H. WALLACE, 4909 McCart, Ft. Worth 15, Texas.** (816)

WANTED: Assistant Manager. Philadelphia first run operation. Slight experience preferred. Excellent opportunity to learn business. **BOX C82, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

MANAGERS WANTED: 2 openings for alert, aggressive, experienced men able handle own advertising, exploitation. Small towns, metropolitan areas. Excellent opportunity. Write, giving complete resume, salary. Replies held strictly confidential. Stanley Warner Pittsburgh. **BOX D82, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

DISTRICT MANAGER AVAILABLE. Many years actual experience all phases picture business including booking and advertising, indoor and outdoor, for independent and chain operation. Open for position with challenge. **BOX A89, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

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POSITION WANTED: Manager with 20 years experience. At present I rent and operate small theatre in small town on weekends only. Would manage on percentage or rent in larger town. Also would manage on salary. **BOX A82, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila. 7, Pa.**

Address all correspondence to— **The A-MAN Corner** { Motion Picture Exhibitor 317 North Broad St., Phila. 7, Pa.

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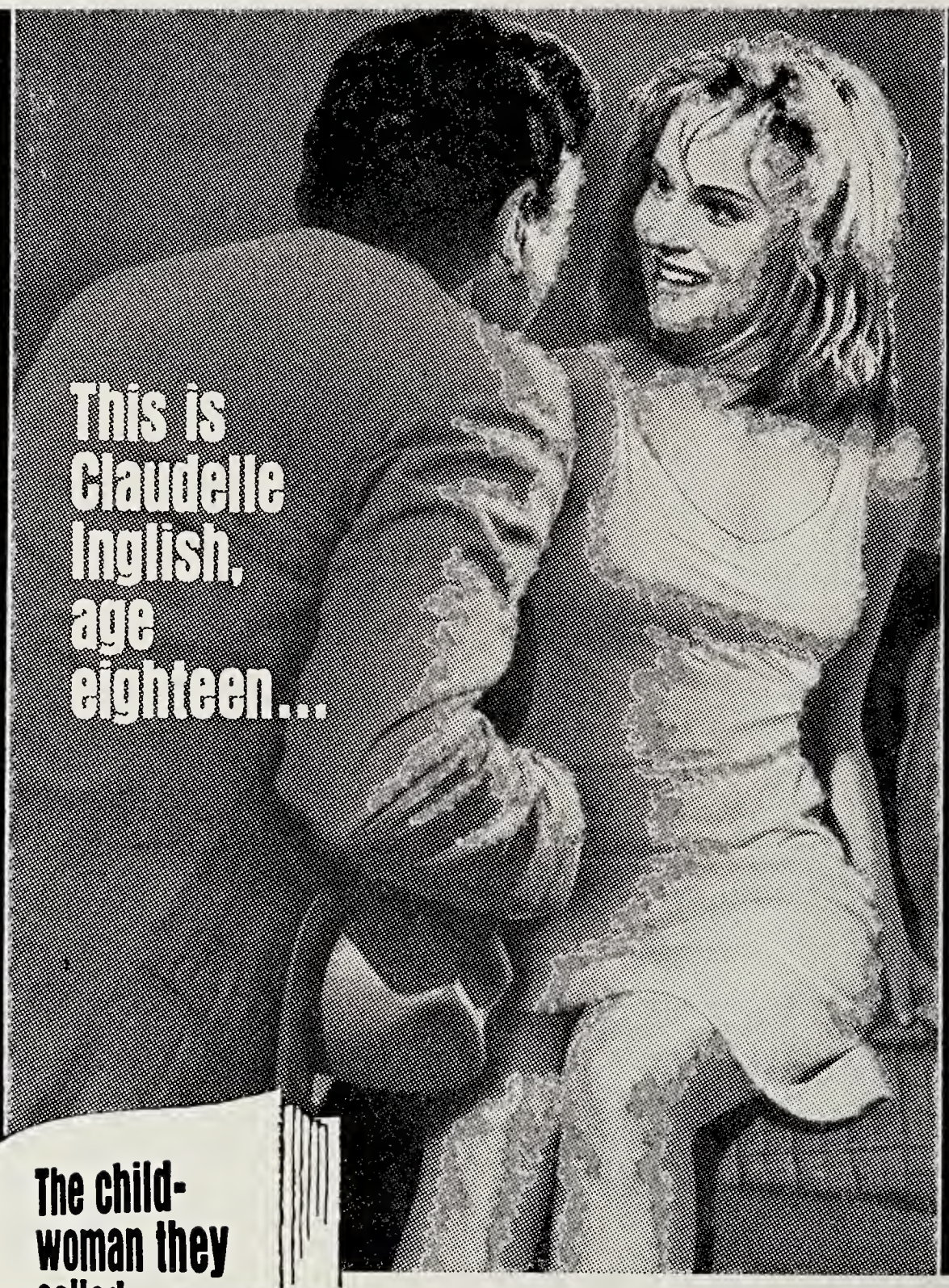
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Lookin' for some real action, Mister?
...THEN DATE CLAUDELLE FOR LABOR DAY!

This is Claudelle Inglish, age seventeen, an innocent schoolgirl quietly walking through the Georgia Hill Country...



This is Claudelle Inglish, age eighteen...



This is Erskine (God's Little Acre) Caldwell's most misbehavin' female...

The child-woman they called

Claudelle Inglish



STARRING

DIANE McBAIN · ARTHUR KENNEDY WILL HUTCHINS · CONSTANCE FORD · CLAUDE AKINS

Screenplay by Leonard Freeman · Produced by Leonard Freeman · Directed by Gordon Douglas

PRESENTED BY **WARNER BROS.**

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Plus...

SHOWMEN'S TRADE REVIEW

Founded in 1933 by
CHARLES E. "Chick" LEWIS

AUGUST 23, 1961 Volume 66 Number 12

IN TWO SECTIONS • THIS IS SECTION ONE



Allied States Board Meet

(See Page 7)

A "History Of Signs"

(See Page 11)

Robert W. Selig was recently appointed general manager of theatre operations for National Theatres and Television, Inc. Since 1958 president of NT&T's Fox Inter-Mountain Theatres in Denver and additionally since 1960 president of Fox Midwest Theatres in Kansas City, he will move to Los Angeles to assume charge of the circuit's theatre operations embracing 220 theatres and drive-ins in 17 states.

Dedicated To Dissipation . . . See Editorial—Page 5

EVERYTHING'S DUCKY...





HEY, GET A GANDER AT THESE WACKY, QUACKY ADS!

EVERYTHING'S PANICKY!
EVERYTHING'S WACKY!
EVERYTHING'S DUCKY!

You'll quack up when two bird-brains in blue heist a talking duck who's got a formula for missiles and mayhem!

COLUMBIA PICTURES presents

MICKEY ROONEY • BUDDY HACKETT

IN

EVERYTHING'S DUCKY

Songs Sung by THE HI-LO'S

INTRODUCING JOANIE SOMMERS

ALSO STARRING JACKIE COOPER AS THE PSYCHIATRIST!

with SCUTTLEBUTT, the talking duck!

Written by JOHN FENTON MURRAY and BENEDICT FREEDMAN • Produced by RED DOFF • Directed by DON TAYLOR

A BARBROO ENTERPRISES PRODUCTION

GET A GANDER AT THIS!..

The gobs are in orbit... the chicks are in love... the navy's in the dog-house, and all because of **me**, a talking duck! It's a wacky quacky comedy that's strictly **AOK!**

COLUMBIA PICTURES presents

MICKEY ROONEY • BUDDY HACKETT

IN

EVERYTHING'S DUCKY

Everythings high hysteria when the screen blasts off with "operation bird-brain" and the bird's the only one with a brain!

Songs Sung by THE HI-LO'S

INTRODUCING JOANIE SOMMERS

ALSO STARRING JACKIE C

with SCUTTLEBUTT, the intellectual duck!

Written by JOHN FENTON MURRAY and BENEDICT FREEDMAN • A

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IS THANKSGIVING FROM COLUMBIA



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...Hitting every major market in every section of the nation!...Aggregate circulation topping the total rolled up by the four biggest national magazines!... Exposure to more than one out of every three people in the U.S.!...With heavy concentration in the 10 to 34 year age bracket—your prime prospects!

NETWORK TELEVISION CAMPAIGN:—

Fun-filled trailers on top-rated coast-to-coast Saturday A.M. shows! Saturating almost all video homes throughout the U.S.!...Followed up by a second series of sell-packed spots for your local market to guarantee maximum viewer-ship. All adding up to a video campaign of tremendous impact and coverage!

OU CAN'T DUCK LAUGH-WINNER MR. SHOWMAN...

CALL COLUMBIA NOW!

20th's Marines Have Landed And Every Situation Is Going Great Guns

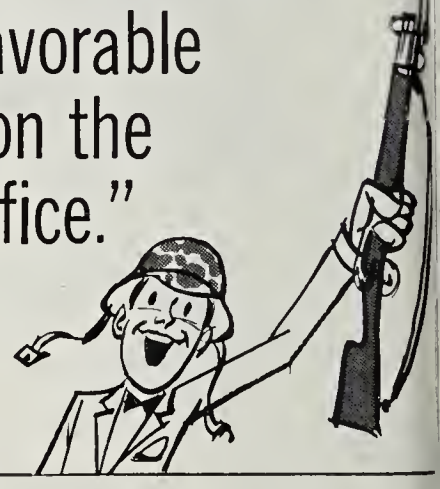
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MEMPHIS, TENNESSEE & HATTIESBURG, MISSISSIPPI—The Showmen from Paramount Gulf Theatres Can Prove It!

SALT LAKE CITY—The Showmen from National Theatres Can Prove It!

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"Could not be hitting the market at a more opportune peacetime juncture—sure to exert a favorable influence on the film's boxoffice."



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"Marines, Let's Go!"

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MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 66 • No. 12

AUGUST 23, 1961



DEDICATED TO DISSIPATION

SEVERAL YEARS AGO, we predicted that the unfortunate example of drive-in theatres allowing children under 12 free admission would result in conventional theatres doing the same thing. Well, it is happening now at theatres operated not by a small independent but by an important national chain, who are confronted with drive-in theatres in their area, and whose sole explanation is, "If distributors allow drive-ins to do it, why not our houses?" Here is the copy used in a typical newspaper ad by a theatre adopting this policy: "Children under 12—FREE—Summer Vacation Special—With Each Adult Ticket (Matinee or Evening, 7 Days a Week) 2 Children Under 12 Will Be Admitted Free! If 2 Adults Buy Tickets, 4 Children Under 12 Will Be Admitted Free."

It is difficult to excuse such a practice. There is no quicker way to dissipate this industry.

Other problems as well, indicate that certain forces in this industry are dedicated to dissipation. Competitive bidding is at the root of many such problems. In every case, a shady device figured out by one selfish individual is copied quickly by others. Instead of getting better, it gets worse.

The result of such short-sighted action can only be elimination of more theatres unable to cope with a vicious economic squeeze, less product, less employment, and fewer distributors and distribution representatives. Like it or not, we are all dependent on one another, and the failings of one group are soon felt by the rest of the industry.

Take for example the double and triple bills frequently shown at drive-ins, when formerly it was only done on holidays. Here are a few actual examples selected at random: "RETURN TO PEYTON PLACE," "PICNIC," and "A RAISIN IN THE SUN"; "RETURN TO PEYTON PLACE," "PICNIC," and "MORGAN THE PIRATE"; "RETURN TO PEYTON PLACE" and "MEIN KAMPF"; "GONE WITH THE WIND" and "THE LAST TIME I SAW PARIS" (this bill was also copied by an indoor theatre). Just about every company is guilty of allowing their top product to be so billed.

How is it done? Simple enough. Bid top money for one of the features and agree to play it a certain number of days. In the second week, put the top feature on the bottom and add another new film to the top of the bill. How is the distributor paid? The exhibitor offers a percentage and guarantee on one film of at least 35 per cent and gets an allowance for the second feature even though it may be an equally outstanding film. The third feature is picked up for a "fishcake." What are the results on the trade? Nothing but harmful. The public gets three features and can not possibly enjoy them all. The film is cheapened by the length of the show and the business stagnates, and the public's taste is dissipated for motion picture entertainment.

Admittedly, and too bad, there is no law against double features. But what about the ridiculous bills including three, four, or five features? Is not each one cheapened by the practice? Isn't it true that subsequent run houses too are hurt? The exhibitor may have grabbed a few extra dollars, but the expense to the industry is incalculable. A responsibility to the industry and to the public has been shirked.

To top it all, many drive-ins ask for a moveup of their run, despite the fact they play all double bills, $1.00 per car admission, admit children free, and have no matinees. Rather than take a stand, the distributor closes his eyes and moves up the run, knowing in his heart that he is hurting important first-run accounts and contributing to the closing of more theatres and, eventually, the loss of his own job as sales possibilities dwindle. We'd like to see a case tried in the courts on this theory with a Louis Nizer as the attorney defending the distributor with the courage to refuse such a moveup. We have no legal experience, but we'll bet our two bucks on the outcome.

No one has the right to dissipate another's product.

"ARE YOU A FRINGE TYPE THEATRE OWNER"?

COMPLICATING INDUSTRY good business relations there are always a few "fringe type" exhibitors, who belong to no exhibitor organization; play "C" pictures to grab that "fast buck"; try to beat their competitors by unfair trade practices such as triple featuring; and a few drive-in theatres who play as many as five features, which is certainly no credit to our industry. Hence, we were agreeably surprised to learn from Pennsylvania Governor Lawrence's legislative secretary:

"that they also agree to the freedoms of the American public. However, there is always a small group of people who sit on the borderline and it is this irresponsible group whose activities we are trying to regulate."

This, of course, was in answer to our editorial criticism relating to Pennsylvania's proposed censor bill appeal to the U.S. Supreme Court issue of Aug. 9.

(Editor's note: We may even decide to vote Democratic.)

GRIN OF THE WEEK

FRED GOLDBERG, director of advertising, and exploitation, United Artists, says, "You would be surprised at the number of top flight exhibitors who will not use a cooperative campaign on TV; because they never did it before." Doesn't seem like much of a reason, does it?

Shades of Barnum ?X!X?

NEWS CAPSULES

FILM FAMILY ALBUM

Gold Bands

Rosemary David, daughter of **Mr. and Mrs. Mack David**, was married to **Mitchell Neil Reinis** in Beverly Hills Hotel, Beverly Hills, Cal. The bride's father is a leading Hollywood song-writer, and the groom's parents are **Mr. and Mrs. Jules Reinis.**

Diamond Rings

Prominent Detroit exhibitor **Richard Sloan,** although not setting any date for the wedding, has pledged his troth to pretty Detroiter **Sheila Starman.**

Arrivals

Sol L. Sorkin, manager, RKO Keith's, Syracuse, **N.Y.**, became a grandpappy for the third time. His daughter, **Mrs. Mel Besdine,** Syracuse, N.Y., gave birth to a daughter, **Jane Sarah.** She has two other daughters, **Jill Beth** and **Susan Carol.**

Obituary

Moses Koppelman, 64, office manager, National Screen Service for the past 20 years and in motion picture distribution for 40 years, died in his sleep in his Sylvania Hotel apartment. He was a member of both Variety Club Tent 13 and Motion Picture Associates. He had been on the sick list for quite some time.

Sunday Movies Approved

MOUNT HOLLY, N.C.—The Mount Holly, N.C., board of aldermen voted to permit operation of Sunday movies—a proposal which had been opposed vigorously by ministers.

The vote was three to two, with Mayor A. U. Stroupe casting a vote to break a tie.

The relaxing of the Sunday laws had been asked by Perry Summey, manager of the Gaston, who told the aldermen his business suffered when drive-ins outside the city are allowed to remain in operation on Sundays.

In urging repeal of a city ordinance which prohibited Sunday movies, he said, "We won't put any sex shows in on Sunday. I'd like to say that for every day in the week, but we have a contract with a company and we have to show their product."

He argued, "We want to keep the kids off the highway and this is one way to do it. We will not run anything on Sunday that is not suitable. I think it will help the community."

He directed attention of the aldermen to the operation of the city's swimming pools on Sunday. "The swimming pool has been open," he said, "and down there they're half naked."

In voting to repeal the ordinance against Sunday movies, the aldermen specified that all Sunday operations are to be closed during church hours—from 9:30 a.m. to 12:30 p.m., and from 6 p.m. to 8:30 p.m.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., AUG. 21

N. C. Town Sets New Integration Policy

CHAPEL HILL, N.C.—The Carolina here on Aug. 17 announced a limited policy of desegregating its audiences, becoming the first movie house in the south to begin integrating its audiences without respect to race.

The policy applies only to Negro students at the University of North Carolina, who are being required to show cards at the boxoffice identifying them as students. There are around a dozen Negro students at the university.

Although theatre officials did not say so, the new policy was regarded as an experiment, which, if successful, may lead to a more liberal integration plan.

There was no immediate comment from the Varsity, the town's only other movie house, which is owned by another chain, but it was understood that it was conferring with its owners to determine whether there would be a similar policy change.

Both the Carolina and the Varsity recently were picketed by both Negroes and whites in an effort to get them to admit Negro patrons on an unsegregated basis. Neither has a Negro balcony, as do many other theatres in the state, and there is no Negro movie house in Chapel Hill or in adjoining Carrboro.

Details of the integration arrangement for the Carolina were worked out by the Chapel Hill Human Relations Committee in conferences with W. G. Enloe, Raleigh, N.C. district manager for the ABC-Paramount chain which operates the Chapel Hill theatres. The chain owns other theatres in nearby Durham, Raleigh, and Greensboro which also have been picketed, but there was no announcement concerning a policy change for the other movie houses.

Both houses in Chapel Hill were picketed last spring by a group which called itself the Chapel Hill Committee For Open Movies. The picketing began in January when an effort to integrate the Carolina for a showing of "Porgy and Bess" failed. Picketing was halted in May after several conferences with Enloe, during which he told integration leaders that it was much easier to work out a solution if there were no pressures being applied.

Announcement of the change in policy for the Carolina was hailed by those seeking to integrate local theatre audiences.

However, Hilliard Caldwell, a leader in the Chapel Hill chapter of the National Association for the Advancement of Colored People and one of the leaders in the theatre integration movement, said:

"I know Chapel Hill is ready for integrated movies. I am glad to see it. The manager and owners should be given some consideration, but there will be some resentment among Negroes and white liberals in the town. There are only about 10 Negroes attending the university full time. Just admitting Negro students won't work too well."

Mary Mason, chairman of the Chapel Hill Committee for Open Movies, said, "I am very happy the step has been taken and I am confident it will, in time, be extended to other Negroes in the community. I am willing to wait."



Harry Mandel, left, president, RKO Theatres, and Abram E. Kazan, president, Mutual Redevelopment Houses, Inc., recently signed a long term lease for the new luxury motion picture theatre to be built on 23rd Street near Eighth Avenue; New York City and which will be operated by the RKO Circuit.

BROADWAY GROSSES

Holdovers Still Satisfactory

NEW YORK — Again with all holdover product with the exception of the Paramount, the Broadway first-run houses did generally satisfactory business last week-end.

"MARINES, LET'S GO" (20th-Fox). Paramount claimed $24,000 for the opening week.

"FANNY" (WB). Radio City Music Hall claimed $101,000 for Thursday through Sunday, with the seventh week sure of $170,000.

"BY LOVE POSSESSED" (UA). Capitol did $13,000 on the fifth and last week.

"GONE WITH THE WIND" (MGM). Loew's State reported the 17th and last week at $16,500.

"EXODUS" (UA). Warner announced the 36th week as $22,000.

"SPARTACUS" (U-I). DeMille had $25,500 for the 44th week.

"THE NAKED EDGE" (UA). Victoria claimed $12,000 for the eighth week.

"GOODBYE AGAIN" (UA). Astor garnered $13,000 for the eighth week.

"THE TRUTH" (Col.). Forum reported $12,500 for the last eight days, including the eight week.

"GUNS OF NAVARONE" (Col.). Criterion hit $44,000 for the ninth week.

"FRANCIS OF ASSISSI" (20th-Fox). Rivoli announced $24,000 for the fourth week.

"TAMMY TELL ME TRUE" (U-I). RKO Palace claimed $10,000 for the last four days.

Penna. Exhibs Meet Governor

HARRISBURG—The Pennsylvania Association of Amusement Industries set an emergency meeting at the Penn Harris Hotel on Sept. 15 in connection with pending minimum wage legislation. Governor Lawrence will attend.

Allied Eyes Increase In Membership

Expansion To Areas Not Presently Represented Is Subject Of Board Session; Execs Oppose Road Shows

DETROIT—Executive director Milton H. London announced at a board session of the Allied States Association at the Sheraton Cadillac Hotel here that direct associate membership had been okayed for local or state groups in territories where such regional Allied organizations do not exist.

The provision for broad future growth of Allied and discussion and action on a number of distributor policies highlighted the session.

"We are a grass roots organization, organized from the theatre up, not from the top down," London said in explaining the new membership provisions. "That is, a group of local owners get together to meet their local problems, then they get together at the national level.

"In the past, Allied has been just a group of regional organizations; but since Jan. 1 we have received over 100 letters from exhibitors in territories where we now have no regional organization. There was nothing we could do with these requests until now.

"The board has now authorized associate membership, which will enable these exhibitors to avail themselves of the benefits of our organization, of our insurance program, and other Allied programs."

This is a temporary expedient, London explained, "until such time as regional Allied associations can be established in their exchange areas—because basically exhibitors have to be organized locally in order to meet local problems such as taxation and censorship. In the interim period, we will accept them as associate members at a very nominal flat fee per theatre."

Allied president Marshall H. Fine noted that this flat fee is very low, and that dues structure varies somewhat from one state to another.

"This is not a substitute for belonging to a regional association where they can get the local services," London stressed. Allied will not accept such individual associate memberships from any territory where active association exists.

"Allied is vibrant . . . It is expanding," London said in setting the keynote of the meeting. The proposed change of name to Allied Theatres of America or Allied Theatre Owners Association, which appeared to be related to this aspect of associate membersehip, was referred to a special committee for study. The chairman of this committee is Ben Marcus, of Wisconsin, chairman of the Allied board, who first proposed the change. Committee members are Irving Dollinger, New Jersey; Albert Aaron, West Virginia; Abe Berenson, Gulf States; and Sid Goldberg, Wisconsin.

Marcus said that "a remarkable volume of work was performed in a relatively short space of time at the sessions because "there was such great unity of purpose."

Most time was devoted to various aspects of product supply, including distributor terms, policies, contracts, and availabilities.

Allied was formally placed on record as opposed to "unrealistic and ridiculous contract terms," London said. This referred specifically to alleged recent practices of many companies to ask exhibitors to sign contracts for excessive terms, which are subsequently subject to adjustment commensurate with actual gross.

This policy, it is claimed, "results in the duplication of effort. The adjustment is costly to distribution. There is tremendous waste of man-power and man-hours on many pictures."

Specific attention was directed to new forms of contracts put out by United Artists during the sessions. Exception is taken to a clause that this "license includes no rights to exhibit between nidnight and daylight hours of any exhibition date licensed." This is said to be the first appearance of such a clause in any exhibition contract, and London said for the board that "United Artists should correct the wording in the contract forms."

It is the Allied board contention that this clause, probably placed in by oversight, prevents in effect the showing of United Artists pictures in drive-in theatres.

Morrie Weinstein, branch manager for United Artists, advised that notices of the several recent changes in the contract were sent to every exhibitor in the exchange territory and not a single objection had been received. He pointed out that there is a saving clause "unless otherwise permitted," which allows the restriction to which Allied objects to be waived in some cases. In other words, the post-midnight restriction is not an obligatory requirement but may have exceptions.

Allied's strong objections to the so-called "road show" policy was voiced by Fine. "We are going to call attention to the fact that we deplore the current trend of releasing certain pictures in engagements so limited that the great majority of the public cannot see the features, the majority of exhibitors cannot play it, and, in fact, the distributor is depriving himself of much revenue he might otherwise obtain."

Marcus added, "We must not forget that ours is a medium of entertainment for the masses, not the classes."

Marcus expressed the general view of the board on advanced prices, saying, "Some exhibitors have experienced more successful engagements on pictures where admission prices were kept at regular prices or very slightly advanced on special pictures, than in other cases where prices were raised substantially on the same pictures."

Careful planning for the convention Dec. 4-8 at the Eden Roc Hotel in Miami, was reported.

President Fine commented on the second "Exhibitors' Bible," the "Merchandising Manual" which will be distributed.

It will contain, as did the first issued in 1959, ideas for exhibitors, distributors, and suppliers to better business.

So that a variant of the famous Miami theme, "fun and sun" may be enjoyed by all, afternoons will be free so delegates and wives may tan and disport themselves.

Unexpected was discussion concerning the Columbia-National Screen Service hassle. The opinion was expressed that Columbia is losing much revenue because of bother and the cost in ordering Columbia accessories.

Because of this off-the-agenda bit, it was decided to send an official letter from Allied asking both National Screen and Columbia to reconsider the situation, and to reconcile their differences.

While scarcely a new topic, 16mm competition was on the order of business. London reported letters are being received at Detroit headquarters from all over the nation in increasing quantities. Many have advertisements and other pertinent data attached.

Allied will once again write sales managers of all distributors pointing out anew how much money is being lost on percentage pictures because of the 16mm prints.

It was determined that Gulf States, of which Berenson is president, will host the 1962 spring board meeting. Locale will be the Royal Orleans Hotel in New Orleans.

New Texas Tax Laws Affect Film Industry

DALLAS—The first special session of the Texas state legislature recently passed new tax laws that directly affect the motion picture industry. One of the new laws states that "persons engaged in the leasing or licensing of motion picture films of any kind or character" will be subject to a two per cent tax on the amount of film rental received from the exhibitor. This law also states that the lessee "shall not pass said tax" to the person who rents the film.

Another tax was imposed on all theatre concession items selling at 25 cents through 74 cents. This tax is imposed on each separate item rather than on aggregate sales.

The State Comptroller's office exempts movie admission tickets on the grounds that an admission is an intangible property.

Drive-In Session Set For TOA Convention

NEW YORK—Drive-ins will occupy center stage as one of the main discussion subjects at the 14th annual convention of the Theatre Owners of America, at the Roosevelt Hotel in New Orleans, Oct. 8-12, it was announced by Albert M. Pickus, TOA president.

Pickus said that one of TOA's newest state units, the Texas Drive-In Theatre Owners Association, will undertake the programming of one morning session of the convention, which will be devoted solely to drive-in operation.

Arrangements are being handled by Bob Davis, president, and Edwin Tobolowsky, general counsel of the Texas unit. Subjects to be discussed by selected speakers will include special drive-in showmanship, play and recreation areas, maintenance and repairs, wider use of imported films, and new developments in insurance for drive-ins. A question and answer period will follow the brief prepared addresses, they said.

The problems of drive-in management and operation will therefore receive far more prominent coverage in this year's TOA convention than in any recent meeting, Pickus said, because of the continued growth of outdoor theatres, and their importance to the industry gross.

COMPO Merchandising Plan To Be Put Into Effect By Sept.

NEW YORK — Plans for putting the COMPO merchandising plan into effect next month in a number of cities were decided upon at a meeting of representatives of the advertising and publicity directors and the general sales managers committees of the MPAA with Charles E. McCarthy, COMPO executive vice-president.

Cities in which the plan will be put into effect were not announced, pending conferences with exhibitors in the areas involved. Plans call for operation of the program over a period of three months.

It was made clear in a statement issued by the COMPO offces, that the operation will be an extension of the program that has been successfully conducted under COMPO's sponsorship in the Pittsburgh exchange area for the last several months and before that by Wisconsin theatres.

It is planned to get the program under way as early as possible in September, with meetings of exhibitors and exhange personnel in each of the exchange areas chosen. At these meetings pictures available for the operation of the plan will be announced, committees named and other arrangements made for the conduct of aggressive campaigns on each of the pictures selected.

Attending the meeting were Hi Martin of Universal, present chairman of the general sales managers committee; Jerry Pickman of Paramount, slated to be the next sales managers committee chairman; Howard Minsky and Martin Davis of Paramount, the latter chairmen of the MPAA advertising and publicity directors committee, and Bob Ferguson of Columbia, chairman of the MPAA subcommittee which drew up the plan.

Republic-America Merge Set

NEW YORK — A recent meeting of the board of Republic Corporation took place to consider a merger with America Corporation. Such a move would be negotiated by an exchange of stock.

Although it is believed that America approves of the merge action, no official word has come from Republic. Republic head Victor Carter said that further meetings would take place before a decision was reached. America Corporation is now the largest shareholder of Republic stock with 265,420 shares.

"Exodus" Sailing Delayed

PHILADELPHIA—The Locust theatre remained closed during the past week due to a dispute between the Theatre and United Artists over the Doubling of "Exodus." It is understood that United Artists offered and repeated its offer to permit the Locust to play "Exodus" on a single feature basis. UA also urged the exhibitor to play "Hoodlum Priest" during this week and offered to license other films. It is also understood that other distributors' pictures were available, but were not sought by the theatre.

Sunday Question Again

HARRISBURG—Voters in Elizabethville borough will vote on the question of Sunday showings in the November 7 general election.

Petitions for Sunday showing were presented to the Dauphin County Commissioners and the question was reopened. Four petitions with 173 names were received.

Alma's Show Goes On As City Supports Exhib

ALMA, MICH.—On the cover of the July 5 issue of MOTION PICTURE EXHIBITOR was featured a story which told how the community of Alma was getting together to replace the town's one theatre which had burned down.

Service clubs and the Chamber of Commerce were rallying to aid exhibitor and contractor A. Carl Schmidt who had purchased the property and rubble of the ruined house. To insure success, the plan called for the sale of 1,000 season tickets at $25 each.

It has not been revealed how many of the advance seats have been sold, but Schmidt has indicated his confidence that all will be sold.

The wreckage has been cleared away. Building has started. Target date for a new Strand to seat 800 is Oct. 1.

Schine Inn Perfect For Movie Location

NEW YORK—Oscar Lerman's new motion picture production, "All In A Wink," being directed by Henry Nemo, completed its location shooting schedule at The New Schine Inn on the Massachusetts Turnpike. Claude Gersene, who has appeared in several Broadway shows and in the award-winning film, "The Red Balloon," has a major role as an imaginative nine-year-old boy on a tour of New England with his mother, played by Broadway favorite Margaret Phillips, with the male lead handled by Vassili Lambrinos.

The multiple facilties of The Schine Inn amazed the scouting crew, who found a multi-million dollar Hollywood motion picture set—everything they needed for the picture right in the one location, including the guest rooms, swimming pool and California style patio, night club, Copper Kettle coffee shop, 40 bowling lanes, and the luxurious lobby which will become an intimate living room in the picture.

Of tremendous use will be the huge convention room of the Schine Inn.

Equipped with movable walls, it became a production sound stage, which producer Lerman and director Nemo used for many of the indoor scenes.

Siegel Named AB-PT V.P.

NEW YORK—AB-PT president Leonard H. Goldenson announced the election of Simon B. Siegel as executive vice president of the company. Siegel, who also continues as executive vice-president of ABC, a division of AB-PT has served as financial vice-president of the Company since he joined Paramount Pictures in 1929.

Goldenson said, in regard to the election, that "Siegel has been a key figure in AB-PT's growth since the company was formed in 1953 by merger of United Paramount Theatres, nc. and the American Broadcasting Company. He is thoroughly conversant with the operation of every division of the parent Company."

COMPO Plan To Be Presented In Cincinnati

NEW YORK—The Cincinnati exchange territory has been chosen as the next in a number of exchange areas in which the COMPO merchandising plan will be presented.

Charles E. McCarthy, excutive vice president of COMPO, revealed that invitations had been issued to all exhibitors served by Cincinnati exchanges, as well as to the branch managers of the MPAA member companies in that city, to attend a meeting Thursday, August 24, at the Netherland Hilton Hotel in Cincinnati, at which the plan will be presented.

Discussions with exhibitors in other exchange territories are under way, McCarthy said, with the view of having the plan adopted in those areas.

The COMPO merchandising plan has been tried out in Wisconsin and for the last several months in Western Pennsylvania. In both areas, McCarthy asserted, operation of the plan resulted in increased theatre grosses for nearly all the pictures on which the plan was used.

Drive-in Enjoined

INDIANAPOLIS — The Carmel and Clay Township Board of Appeals has taken action to enjoin construction of a drive-in in the suburbs of this city. The Board has filed a suit in the Hamilton County Courts against the Northside Amusement Company, developers, Harry L. Parsons, land owner, and Perine Development Corp., contractor.

Mrs. Irene Webb, attorney for the plaintiff, explained that construction should cease because the defendants have no building permit. The defendants claim, however, that the permit required was established after original construction began, thereby making it unnecessary to have. The hearing has not yet been set.

Pirosh Elected To Board

HOLLYWOOD — Robert Pirosh has been elected to the Board of Governors of the Academy of Motion Picture Arts and Sciences by the Academy's Writers Branch, Wendell Corey, president, announced.

Pirosh, an "Oscar" winner for the story and screenplay of "Battleground" in 1959, and who has been a member of the Academy since May, 1950, was named in a special election held to fill the vacancy on the Board created by the death of the late Valentine Davies. His term expires in May, 1962. Richard Murphy is the other Writers Branch representative on the Board.

Procter & Gamble Again Sponsor

NEW YORK—Procter and Gamble, which sponsored the 1961 radio and television broadcasts of the Academy of Arts and Sciences "Oscar" Awards presentations, will again sponsor it in 1962, the American Broadcasting Company announced.

ABC has a five year contract, which started last year, to the exclusive radio and TV rights on the event which, next year, is scheduled to be held on April 9.

The 1961 presentation was carried by 288 TV stations and 200 radio stations in the U.S. and Canada.

WB Production Activity At 37-Feature Peak

BURBANK, CALIF.—Motion picture activity at Warner Bros. Studios is building to a record peak for recent years, with work in progress on 37 theatrical films, it is announced by William T. Orr, vice-president in charge of production.

The activity covers every phase of studio operation, from preparation of scripts to the editing of pictures on which filming has been completed and the preparation of advertising and publicity campaigns on feature films ready for release.

Slated for immediate production are "The Chapman Report," starring Shelley Winters, with Richard Zanuck producing and George Cukor directing the Darryl F. Zanuck Production, and "Lovers Must Learn," starring Troy Donahue, produced and directed by Delmer Daves.

"The Deathmakers" is another immediate production, to be directed by Raoul Walsh, with Steve Trilling producing. Also going before the cameras in the next few weeks are "War of the Copper Kings," to be produced by Bryan Foy, and "Black Gold," starring Peter Breck, fith Jim Barnett producing and Leslie H. Martinson directing.

Scheduled for early production is "PT Boat 109," drama of World War II action, involving Lt. John F. Kennedy. Notable on the coming schedule are "Gypsy," to star Rosalind Russell, with Mervyn LeRoy producing and directing; "Critic's Choice," to star Bob Hope, with Frank P. Rosenberg producing; "Mary, Mary," and "Camelot."

Top-selling books being prepared for the screen include "Act One," to be produced and directed by Joshua Logan; "A Distant Trumpet," to star Laurence Harvey, with James Woolf producing and Jack Clayton directing; "The Devil's Advocate."

Other books on the studio's list of films in preparation are "The L-Shaped Room," to star Leslie Caron and Laurence Harvey, with James Woolf producing and Jack Clayton direceting; "A Noble Profession," to be produced by Frank P. Risenberg; "May This House Be Safe From Tigers"; "Love and Mrs. Sargent," which Frank P. Rosenberg will produce; "Term of Trial," to star Laurence Olivier, with James Woolf producing and Peter Glenville directing; "The Crackerjack Marines," and "Changed Man," David Duncan's novel.

Other major productions nearing the Warner Bros. cameras are "8th Air Force," to star James Stewart; to be produced by Frank P. Rosenberg; and "The Marines Have Landed," to be produced by Bryan Foy. Also recently acquired for Frank P. Rosenberg's production schedule is "The Story of Edith Piaf."

Just off the Warner sound stages and in the editing rooms are "The Music Man," produced and directed by Morton DaCosta, with Robert Preston, Shirley Jones, Buddy Hackett, Hermione Gingold, and Paul Ford starring, and the Leonard Spigelgass comedy smash, "A Majority of One," produced and directed by Mervyn LeRoy, with Rosalind Russell, Alec Guinness, Ray Danton, and Madlyn Rhue starring.

Elia Kazan's "Splendor in the Grass," starring Natalie Wood and Warren Beatty, and "The Roman Spring of Mrs. Stone," starring Vivien Leigh and Warren Beatty under the direction of Jose Quintero and produced by Louis de Rochemont, also are in the final editing stage.

Other completed productions are: "Susan Slade," starring Troy Donahue, Connie Stevens, Dorothy McGuire, and Lloyd Nolan, produced and directed by Delmer Daves; "Claudelle Inglish," starring Diane McBain, Arthur Kennedy and Will Hutchins under the direction of Gordon Douglas; "The Couch," starring Grant Williams and Shirley Knight, produced and directed by Owen Crump; "Samar," starring George Montgomery and Gilbert Roland, produced and directed in the Philippines by Montgomery; "Lad, A Dog," starring Peter Breck and Peggy McCay, directed by Leslie H. Martinson; "Merrill's Marauders," starring Jeff Chandler, produced by Milton Sperling and directed by Samuel Fuller; "House of Women," starring Shirley Knigh,t produced by Bryan Foy; "The Singer Not The Song," starring Dirk Bogarde, John Mills, and Mylene Demongeot, produced and directed by Roy Baker; and "World By Night," directed by Lugi Vanzi.

TOA Joins Arkansas Pay-TV Fight; ITOA State Unit Hires Counsel

NEW YORK — The Theatre Owners of America will enter the pay t.v. fight in Little Rock, Arkansas, in the near future. TOA president Albert M. Pickus said that his organization will appropriate the "necessary and substantial funds" for the appeal of the Arkansas Public Service Commission's decisions to grant Midwest Video Corp. the right to install the Telemeter pay t.v. system in Little Rock.

Philip F. Harling, chairman of TOA's anti-pay t.v. committee, stated that the decision for TOA to appropriate money for the fight was unanimous. He also explained that Arkansas exhibitors will supply the balance of the necessary monies to wage the fight.

Harling said that Howard Cockrill of Little Rock has been retained as counsel for the Independent Theatre Owners of Arkansas, a TOA state unit. Cockrill will file notice of appeal to the Circuit Court of Pulaski County for the state unit, Rowley United Theatres, and United Theatres.

The decision by TOA to help appeal the ruling of the Commission was made with the assurance of national exhibitor groups that a large portion of the costs would be proportioned by them, it was said.

Harling said that "pay t.v. continues to sing the same tune of misrepresentation, innuendo, and grandiose claims to attempt to delude the public into believing pay t.v. will be the cure for all entertainment ills and to lull exhibitors into thinking that pay t.v. is something they should join and not fight. "I am confident," he continued, "that our appeal will help dispel these illusions."

Two Pioneer Ga. Exhibs Launch Alaskan Jaunt

ATLANTA — Two pioneer Atlanta showmen, both over 70 and retired, have set out on a 6,000-mile motor jaunt to Alaska. William K. Jenkins, retired president, Georgia Theatre Company, and Roy M. Avey, former head booker and buyer for the chain, climbed aboard a specially-built vehicle christened the Willie Kay Wilderness Wagon, and started for Fairbanks.

Asked where they planned to cross the Canadian border, they said they didn't have the vaguest idea.

Among those seeing them off was Dr. Floyd W. McRea, lifelong friend of Jenkins, who could not accompany them but plans to fly to Fairbanks later this month and return with the adventurers. Also on hand was Mayor William B. Hartsfield who handed Jenkins a letter of greeting to be delivered to the mayor of Fairbanks. However, nobody seemed to know the name of the Alaskan mayor.

Jenkins was a partner in the old Lucas and Jenkins Theatre chain, which operated some 150 theatres in Georgia before the partnership was dissolved. He formed the Georgia Theatre Company, which owns some 75 houses in the state.

Jack Foxe Joins MGM

NEW YORK—Jack Foxe has joined Metro-Goldwyn-Mayer's Eastern Advertising and Publicity Department, it was announced today. Foxe will make his headquarters in New York effective immediately, and will assist in the merchandising of MGM productions throughout the United States and Canada.

Up from the ranks, Foxe has been associated with MGM and Loew's Theatres for a number of years in various management and advertising-publicity assignments. He most recently joined the MGM field forces as Southern Division Press Representative working out of Washington, D.C. Prior to that, he was Director of Advertising and Publicity for Loew's Washington Theatres, having held that position for 14 years.

Paramount Earnings Up

NEW YORK — Paramount Pictures Corporation reports estimated consolidated earnings for the first six months of 1961 at $4,420,000 or $2.62 per share, and in addition an investment profit realized in the amount of $422,000 or $.25 per share for a total income of $4,842,000 or $2.87 a share based upon 1,684,481 shares outstanding at July 1, 1961. Comparative earnings for the same period in 1960 amounted to total earnings of $3,732,-000 or $2.23 per share on 1,673,231 shares then outstanding.

In the second quarter of 1961 consolidated earnings are estimated at $1,970,000 or $1.17 per share with an additional investment profit of $22,000 or $.01 per share for a total income of $1,992,000 or $1.18 per share for a total income of $1,992,000 or $1.18 per share. Comparative figures for the same period in 1960 showed total income of $2,033,000 or $1.22 per share.

The Board of Directors of Paramount Pictures Corporation voted a quarterly dividend of $.50 per share on the Common Stock payable September 22, 1961 to holders of record September 5, 1961.

AB-PT Declares Dividends

NEW YORK—Leonard H. Goldenson, President, American Broadcasting-Paramount Theatres, Inc., announced that the Board of Directors declared the third quarterly dividend of 25 cents per share on the outstanding common stock and 25 cents per share on the outstanding preferred stock of the Corporation, payable September 15, 1961 to holders of record on August 25, 1961.

Michigan Film Bootlegger Shows; Caught In The Act By Policemen

DETROIT—Police here believe they may be on the trail of a ring which has been distributing bootleg prints in 16 and 35 mm.

This came to light when around 10 p.m. one night last week an observer looking out of his apartment window facing the shipping room of 20th Century-Fox saw a man smash the glass pane, reach in and admit himself. The observer promptly called the police who responded in minutes and surrounded the exchange.

The intruder who was on the second floor, climbed down from a window, and was bagged. He gave his name as Norman Williams, 29, of Detroit.

Curious as to why a film exchange should be a target for robbery, police found Williams recently opened and operated Metropolitan Movie Service Co. Publicly, at least, it sold and serviced film, including 35mm and 16mm, and cameras.

Among Williams' souvenirs, the constabulary found complete 35mm prints of Paramount's "Son of Pale Face" with Bob Hope, Eagle Lion's "Destination Moon," and Lippert's "Sins of Jezebel."

Investigation is continuing to ascertain if there are more prints or copies, and to endeavor to uncover channels through which the stolen features might be disseminated.

Paramount-Columbia Consolidate

NEW YORK—Paramount and Columbia will consolidate their sales and distribution activities in the Hong Kong territory in a new joint organization effective September 3rd, it was announced by James E. Perkins, President, Paramount International Films, and Mo Rothman, executive vice-president, Columbia Pictures International.

The new organization will be known as Paramount Columbia Films of Hong Kong Ltd., and will utilize the present Paramount offices and facilities in Holland House. H. S. Moh, currently Paramount branch manager, will become manager of the new organization, with all personnel to be drawn from the present Columbia and Paramount staffs.

In making the announcement, Rothman and Perkins said the new arrangement will provide a more efficient sales and distribution operation for both parent organizations and increased service to exhibitors.

The Columbia and Paramount names and trademarks will continue to appear in connection with the individual pictures for which each holds distribution rights.

Museum Gets Chariot

HOLLYWOOD—One of the Italian-built chariots from MGM's "Ben-Hur". has been presented to the newly-formed Hollywood Museum. It is the first "prop" from a motion picture to be given to the organization.

Charlton Heston, Academy Award winner for his portrayal of the title role, presented the chariot, with an appropriate scroll, to Sol Lesser, chairman of the Museum commission. Until the group's building is completed, the chariot will be on display as a tourist attraction in the lobby of the Egyptian Theatre, where "Ben-Hur" is playing.

Experts estimate the value of this exact replica of the early day Roman vehicle at approximately $16,500.

Drive-Ins Join Police To Honor Good Drivers

ALMA-ITHACA-ST. LOUIS, MICH.—A three-way deal to help halt the national carnage of death and injury in motoring has been devised in this, the Gratiot and Clinton County area.

Participants in the plan are the Sky-Top D-I, the Gratiot-Clinton Voiture of 40 and 8, and the police departments patroling the section. Here is how it works:

An officer spotting an act of motoring courtesy halts the driver. Remarking that good driving pays handsome dividends, the policeman smilingly hands free tickets to the operator of the car.

Mrs. Norman Helfer of St. Louis was the first recipient of the Sky-Top oaklies from Sgt. Al Huffino of the Alma P.D. and the drive-in management.

RKO Plans New House

NEW YORK—An important addition to the recent transformation of Greenwich Village and the lower West side is coming with the announcement that RKO will operate a new luxury motion picture theatre on 23rd Street near 8th Avenue. It was announced jointly today by Harry Mandel, President, RKO Theatres, and Abraham E. Kazan, President, The Mutual Redevelopment Houses, Inc., that a long term lease has been signed for the theatre which will be built as a part of the Penn Station South Project.

This RKO Theatre, in addition to serving the entertainment needs of the 2,820 families in the Project itself, is expected to draw from adjacent Greenwich Village, and all sections of the metropolitan area. Convenient subway and bus transportation put it within easy reach of all New Yorkers. The name of the de luxe cinema will be The RKO 23rd Street Theatre, a name traditional in that company's history. The RKO circuit has always had a theatre on West 23rd Street.

John J. McNamara, architect for the RKO Theatres and Herman J. Jessor, architect for the development, are completing elaborate plans for the 900 seat theatre. In addition to being ultra-modern and affording every comfort, the theatre will be equipped with all purpose projection to permit the showing of 70 MM, CinemaScope or any of the other latest techniques of projection.

Richard A. Smith Elected

BOSTON, MASS.—Richard A. Smith has been elected president of General Drive-In Corporation (OTC) to succeed his father, the late Philip Smith, it was announced by the board of directors. The new president has been a director of General Drive-In Corporation since 1950 and served as vice-president since 1956.

Smith, a resident of Chestnut Hill, Mass., is also a partner in Smith Management Company, president of Skiles Oil Corporation and was recently elected president of Richard's Drive-In Restaurants, Inc.

Cody Expands

BARRE, VT.—Cody Enterprises of Vermont recently bought the Paramount from New England Theatres, Inc. Cody also owns three other theatres in this State.

Film-TV Council Honors S. F. Festival

By MARK GIBBONS

SAN FRANCISCO—The San Francisco International Film Festival has become the first North American organization to be honored with associate membership in the International Film and Television Council. From Council secretary Mariq Verdone in Paris, festival headquarters here was informed of the unanimous vote of the general assembly of the Council, an organization designed to "contribute to cultural, economic and social progress, and to the increase of international understanding and friendly relations between peoples."

Thus San Francisco's festival joins more than 40 other major international organizations and associations within the communications media.

Irving M. Levin, managing director of the local film fete, which opens Nov. 1 at the Metro, commented:

"International understanding must have a cultural basis, and it is through such media as our film festival that peace and understanding throughout the world are encouraged. This action by the IFTC consolidates San Francisco's international position as a forum for peace."

In addition to honoring the local festival, the assembly outlined its goals for the future. Citing a recent UNESCO report revealing that "70 percent of the total population of the world, living in more than 100 countries, does not have access to press, radio, television, or motion pictures," Council President John Maddison indicated that the basic goal of all IFTC activities was to help UNESCO work toward a correction of this situation.

Maddison emphasized the needs of the "newly-developing countries for the sort of technical know-how which is concentrated within the professional bodies affiliated with the IFTC—also the need to provide teaching and training facilities for film and television technicians."

Maddison commented on efforts being made toward more complete distribution of films. He also cited the establishment of national co-ordinating centers for film data, as well as a system of exchange of information between television stations on internationally available programs contributing to international understanding, this latter program to be a cooperative venture with UNESCO.

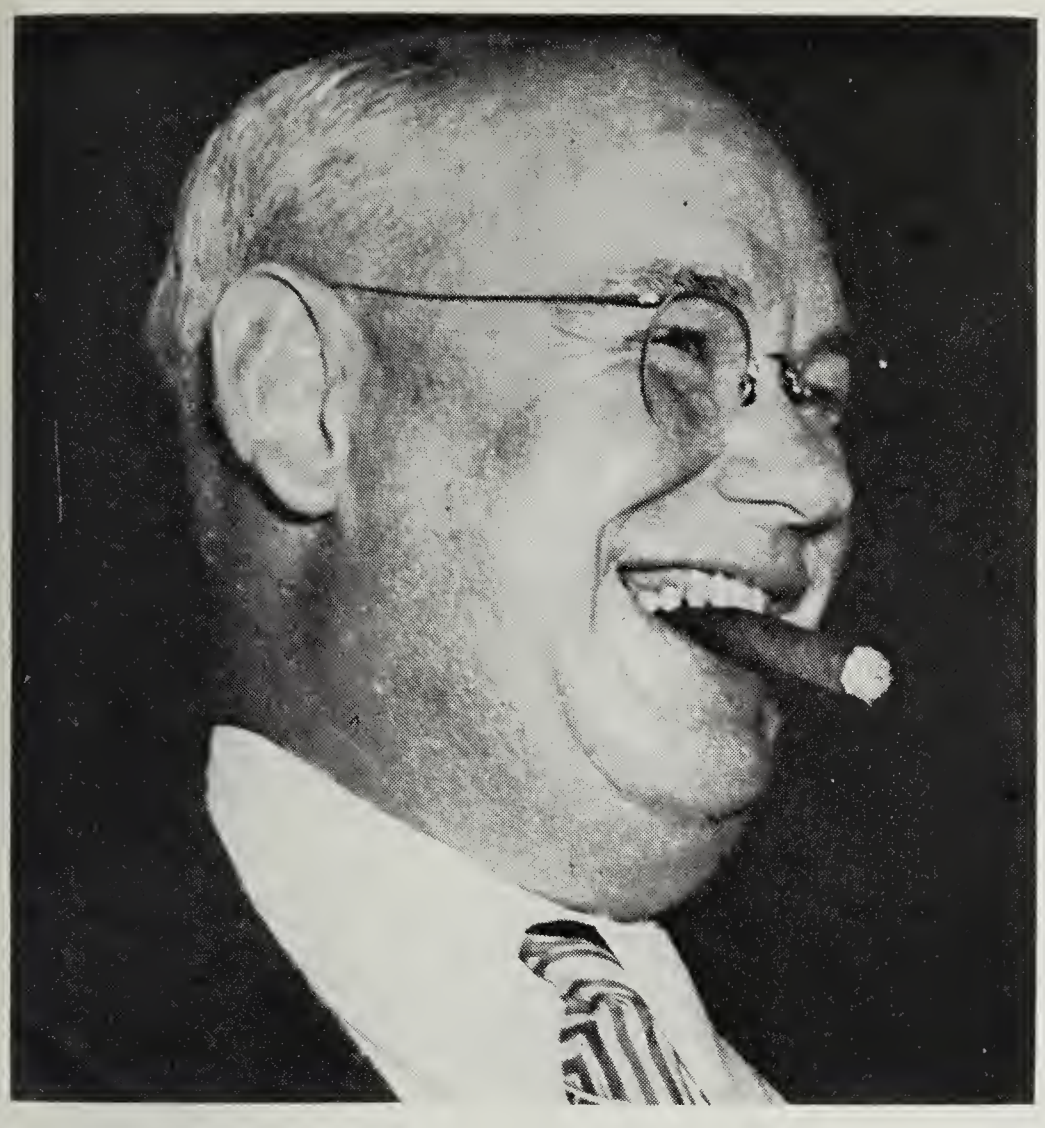
Disney Profit Up

BURBANK, CAL.—Consolidated net profit of Walt Disney Productions for the nine months ending July 1 was $2,373,083. This is equal to $1.46 per share, Roy O. Disney, president, announced. Net profits for the corresponding 1960 period were $323,151 or 20 cents per share.

Total gross income for the nine months of 1961 were up $10,031,214 to $43,852,820. Film revenue and tv income were also up. Disneyland Park revenue was down, and music and record revenues were also slightly down.

Inflight Gets in Action

NEW YORK—Sol Konecoff, director of operations for Inflight Motion Pictures, and Mike Chitty, chief engineer, left for Europe yesterday to supervise the setting up of service bases in England, France, Italy, Switzerland, and West Germany, it was announced by David Flexer, president of Inflight.



HISTORY OF SIGNS

by

ERWIN WAGNER

WAGNER SIGN SERVICE, INC.

A SIGN—through the ages the word has had many meanings, embracing the religious, the mystic, the strange as well as the simple and the strictly for communication.

Long before men were blessed with the ability to vocally transmit their thoughts to one another, they evolved some kind of a sign language to tell of their needs, desires, hopes, and fears.

They recorded their triumps and disasters by chiseling their stories on stone. In their primitive way, they created via signs advertisements for their civilization. Through signs, their fellows knew what dangers, joys, and beauty to expect in a given area.

Are we so different? In a world of many refinements and an atmosphere of super-sophistication, do we not resort still to the emotional impact of a sign language to tell our stories of excitement, suspense, love, fear, etc.? You bet we do.

Walk down New York's fabled Broadway or any one of a hundred other gay white ways across this land and around this world. An army of spinning lights, brilliant colors, vibrant action assaults the imagination from millions of signs, selling everything from toiletries to entertainment blockbusters.

The debt of the entertainment world to the ageless language of the sign is incalculable. Dealing in commodities as ephemeral as laughter and tears, it finds the spoken and written word poor conductors. Rather the quick and sharp appeal to the senses of the bright light, the action-packed photograph, the pungent headline. The stimulus of an entertainment sales message is aimed not at the intellect but at the emotions of the potential customer. The impulse to buy is the result not so much of conscious determination as of sensory response. For this reason, the sign is a far more successful salesman than the word.



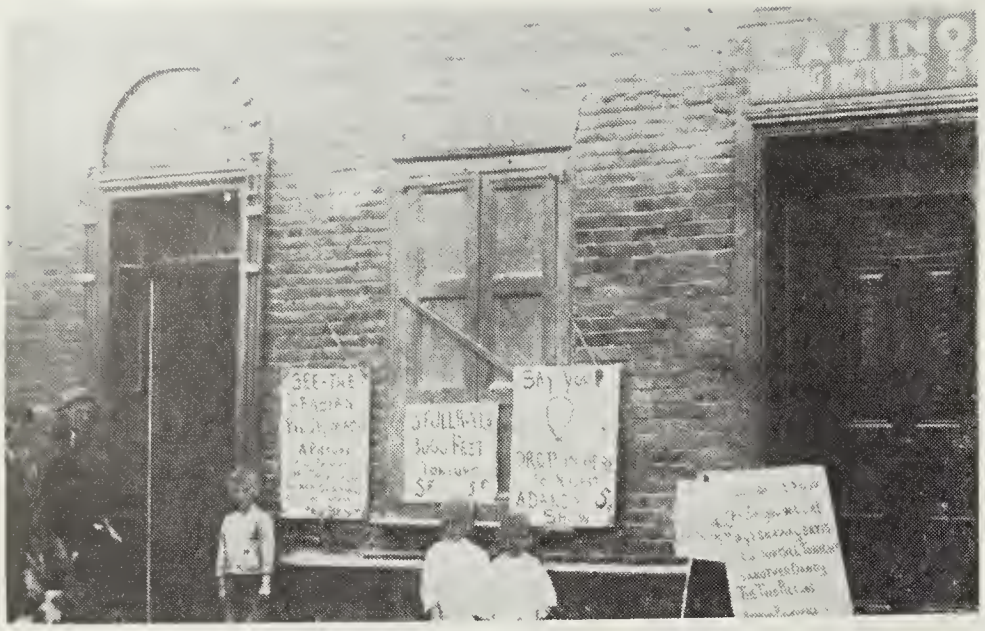
1874 — Globe Theatre, New York



1876 — 5th Avenue, New York



1889 — People's Theatre, Toledo, O.



1908 — Casino Theatre, Orwigsburg, Pa.



1909 — Broadway Theatre, Toledo, Ohio



1909 — Early sign

The necessity for merchandising ever-changing film attractions made theatres the logical establishments to lead the way in exploring new techniques of outside point-of-sale advertising.

This is our story, and we shall study the changing pattern of sign development via word and picture.

"Point-of-sale" advertising, in the form of rather well prepared bulletins, has been importantly employed by theatres for a hundred years or more. Typical of such promotion in 1874 is that of the Globe Theatre, New York City; in 1876, the 5th Avenue Theatre, New York; and in 1889, the Peoples Theatre, Toledo, Ohio.

In the early nineteen hundreds, when show business was probably more fun, the nickelodeon came into being and likewise adopted this form of advertising. Inasmuch as no printed posters were available, exhibitors were forced to become sign writers.

Garish, painted posters, which had to be hand lettered in water colors between the times of picking up the show at the film exchange and opening the theatre doors, were very much in evidence in front of all nickelodeons. Shows were not "booked" in advance and the titles of "today's" show frequently were not known until the reels were selected for showing. Some of the fellows were quite imaginative and since change of bill was usually a daily matter, they became quite "proficient" as sign men. Painted bulletins such as were displayed by the Casino Theatre, Orwigsburg, Pa., 1908, with its three full reels (45 minutes) for 5¢, and the Broadway Theatre, Toledo, Ohio, 1909, are cited as exhibits.



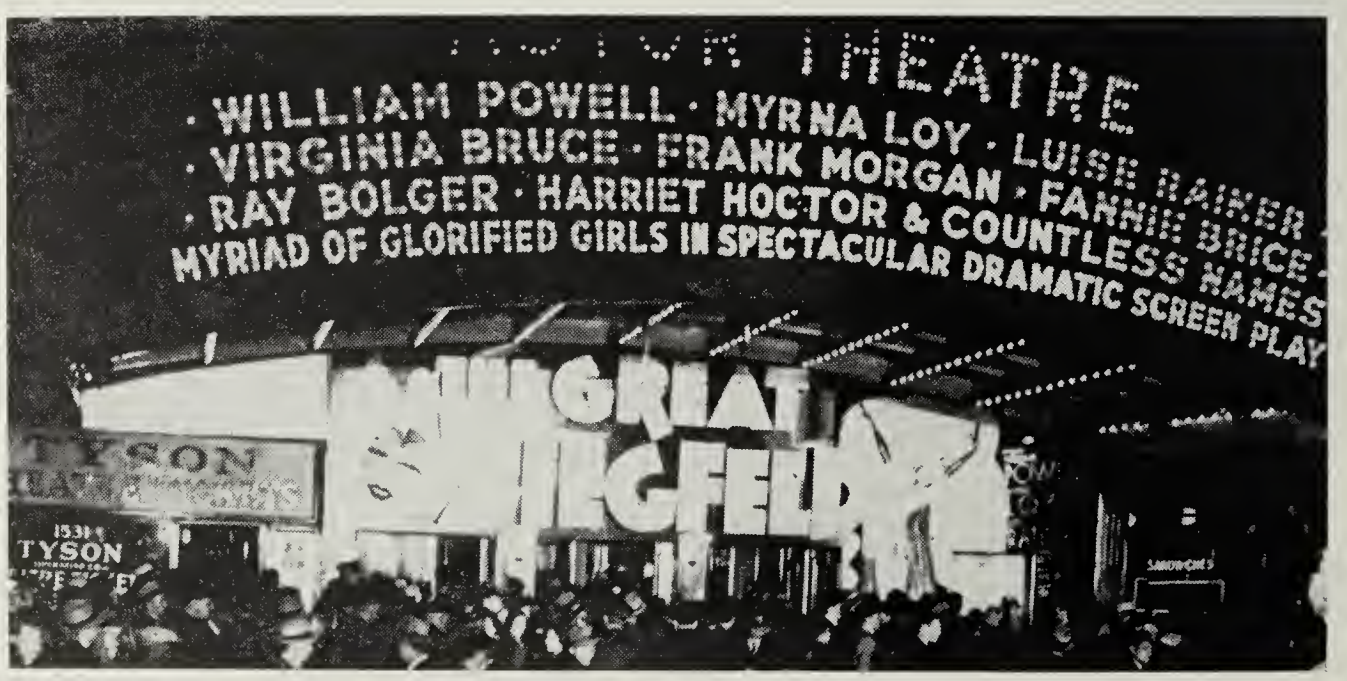
1910 — Orpheum, Orwigsburg, Pa.



1914 — Criterion, Chicago, Ill.



1914 — Colonial Theatre, Chicago, Ill.



1917 — Astor Theatre, New York City



WHY *do* MORE THEATRES

install attention-compelling

WAGNER ATTRACTION PANELS

than all other makes?

Only Wagner offers frames and glass units in ONE panel regardless of size.



Wagner frames can be installed before the glass.



Wagner frames are stronger . . . can be serviced easier and at far less cost than panels comprised of many small sections.

Wagner Letters "lock" in place, yet they're easier to change and cannot freeze as with channel mounting. They cannot blow off the board or out of position. The exclusive tapered slotting is the answer.

Wagner Letters require no spring lock clips to lose tension break, cause scratches on other letters, and necessitate extended mounting which causes shadows.

Only Wagner plastic letters can be stacked in storage without danger of warping.

Wagner Letters have a non-reflective face, produce no glare, and acquire no unsightly scratches as do glossy finish letters.

Only Wagner Letters can be satisfactorily and rapidly changed with a mechanical hand—changed by one man in one third the time required by two men using ladders.



Write for literature on Wagner's big line of show-selling equipment . . .

WAGNER SIGN SERVICE INC.
218 S. HOYNE AVE. CHICAGO 12, ILL.



1917 — Majestic Theatre, Chicago, Ill.



Helen Hayes, New York, Glass Letters



1926 — Vita Temple, Toledo, O.



1920's — Giant Spectaculars

About 1910, the film companies started including lithographs with the film. Typical are those shown at that time at the Orpheum Theatre, Orwigsburg, Pa. Early one, three, and six sheet lithographs included scenes from the picture, the title, name of the producer and number of reels. This size paper was for all practical purposes large enough. It was to be some years before there would be theatre showings of such large proportions that current attractions could be determined from as far away as a city block or so. Attraction signs increased in size pretty much as houses increased in capacity.

Early lithographs were followed by such stock signs as those made by the Federal Electric Co., Chicago.

Custom made electric signs were the next development, in about the year 1914. Examples are those used by the Criterion Theatre, Chicago, and the Colonial Theatre, Chicago, using both script channel bulb letters and a transparency. Both were constructed by Federal Electric Co., Chicago.

As the length of engagements was gradually extended, theatremen devoted more time and money to the merchandising of the attraction. The theatre front afforded one of the best and most economical means of doing this job.

There was a period when the building of appropriate atmospheric fronts and lobbies was the rage. Some were very elaborate. But entrances soon became so cluttered that a "cleaner" front with more formal displays was demanded. The era of changeable letter copy boards arrived in the year 1916, and it was so practical that no better means of displaying billing has been found even today.

Subsequently, in the year 1917, came changeable bulb letters such as those used by the Astor, New York, for the Ziegfeld Follies, and the Majestic, Chicago, for Orpheum Circuit vaudeville. The chief disadvantage of these letters was that they cost too much to change, which was considered reason enough for quickly adopting the raised glass letters which appeared in the year 1919 and are illustrated on the Helen Hayes, New York City, and the Vita Temple, Toledo, 1926.

New York's main stem then started the use of giant spectaculars such as that on the Globe made by Artkraft-Strauss of New York, in which the figure of Captain Kidd is 40 feet tall. Such tremendous displays are used to this day, for the promotion of films rather than for theatre identification.

Raised glass letters were followed in the year 1921 by the luminous type beveled edge letter into which flat glass was inserted. The advantage of this letter was that flat glass cost only a small fraction of moulded raised glass letters. They are illustrated on the Paramount Theatre, Toledo, Ohio, in the late 20's.



Late 1920's — Paramount Theatre, Toledo, Ohio



Almost every business has something to say in changeable letters of **BUTYRATE**

When your outdoor displays incorporate a changeable letter panel, you can do your customers a long-term favor by specifying letters of rugged Tenite Butyrate plastic.

Colorful Butyrate letters—like Wagner's sturdy injection-molded letters shown here—not only present the message in a most attractive, eye-catching fashion, but have the durability to last through many, many subsequent messages as well. In design and structure these tough letters have the strength and impact resistance to withstand constant handling and rough treatment, and over the years have proved long-lived in use. They are a good example of why leading letter manufacturers now count on Butyrate to keep replacement problems at a minimum.

Changeable letters are but one of many uses of Butyrate in the sign industry. This versatile material can be readily extruded, as well as molded, to produce various display elements. And extruded sheet of Butyrate is becoming a favorite among sign manufacturers who want deep draws, sharp corners, and three-dimensional effects in their vacuum-formed sign faces.

For more information about the uses and possibilities of Tenite Butyrate in outdoor signs, write EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, KINGSPORT, TENNESSEE.

TENITE®
BUTYRATE
an Eastman plastic

Letters injection molded by Wagner Sign Service, Inc., 218 South Hoyne Avenue, Chicago 12, Illinois, from a special weather-resistant formulation of Tenite Butyrate.



1930's — Gaiety, New York City



Above: Mid 1930's — Temple, Detroit

Below: After Sign Conversion





1930's — Grand, Chicago, Ill.

Then, in the early 30's, came the conversions by Wagner Sign Service from glass letters to Wagner silhouette letters in individual lines such as are illustrated in the photos of McVickers, Chicago; Gaiety, New York; and Grand, Chicago. In some instances new lighting and single openings were installed, as at the Temple, Detroit, shown before and after the conversion in illustrations, and the Windsor, New York.

Later in the thirties, I conceived the idea of making frames on all 7″ centers and slotting letters accordingly, so that all sizes of letters, from 4″ to 30″ could be used on the same frames. The first to purchase these Master-Multiple type frames was the Apollo, New York. Shown is an interesting sequence of pictures of this house. At first, when the theatre dropped burlesque and switched to motion pictures, the openings were 60″ high. They were subsequently enlarged, and are now altered to 90″ as shown. The second theatre to install Master-Multiple frames was the Roxy Theatre, New York.

In quick succession we changed from glass to Master-Multiple at many theatres. We also changed from our own individual openings to Master-Multiple frames such theatres as the Central, New York.

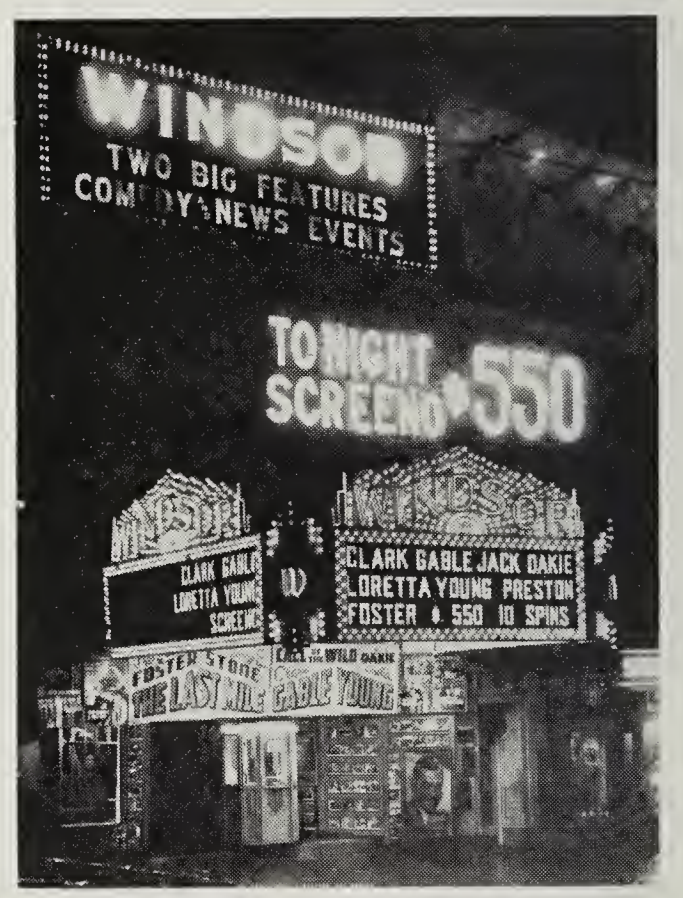
In the case of the Central we used some aluminum letters with plastic inserts. These letters were very expensive and not successful because of the difference in expansion and contraction of metal and plastic.

About the year of 1942 we started the manufacture of injection molded plastic letters as illustrated on the Miracle Mile, Toledo, Ohio; The Lakewood, Cleveland; and Imperial, Inglewood, Calif.

In line with our policy of constantly improving promotional products for theatres, we designed in the year 1946 the transparency



1930's — McVickers, Chicago, Ill.



Above: 1930's — Windsor, New York

Below: After Marquee Conversion







Shown in this three-picture sequence is the change in the Apollo, New York, as it switched from burlesque to motion pictures.



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WAGNER LETTERS

"Stay put"

. . . . . IN THE WINDIEST WEATHER!

EXCLUSIVE STORM-PROOF LOCKING DEVICE

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seattle • portland • san francisco • los angeles

LONG SIGN CO.

Dealers for

WAGNER LETTERS

OVER 30 YEARS EXPERIENCE

Bellows, established in 1911, has a number of "firsts" which will be of interest to sign buyers seeking the best in Quality and Service. Two of them are . . .

- First to build Interchangeable Electric Program Signs for theatre marquees.
- First to offer a National Sign Service to erect, connect, and maintain an advertiser's signs anywhere in the United States at a fixed contract price.

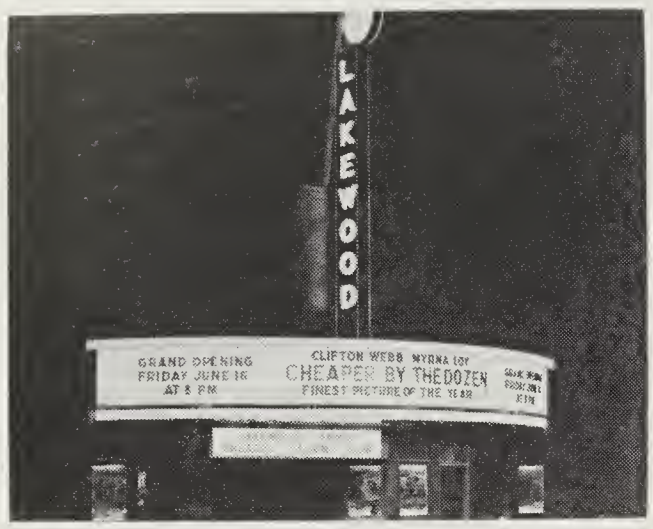
We'll be glad to show you what Quality and Service mean in the design, manufacture, and erection of your electric signs.

Bellows
ELECTRIC SIGN CORP.

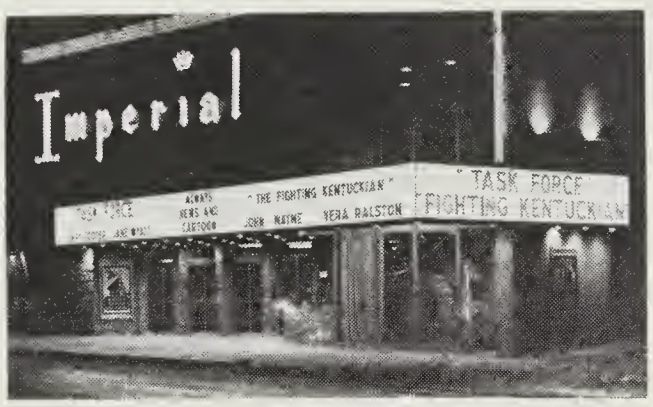
861 E. TALLMADGE AVE.
AKRON 10, OHIO



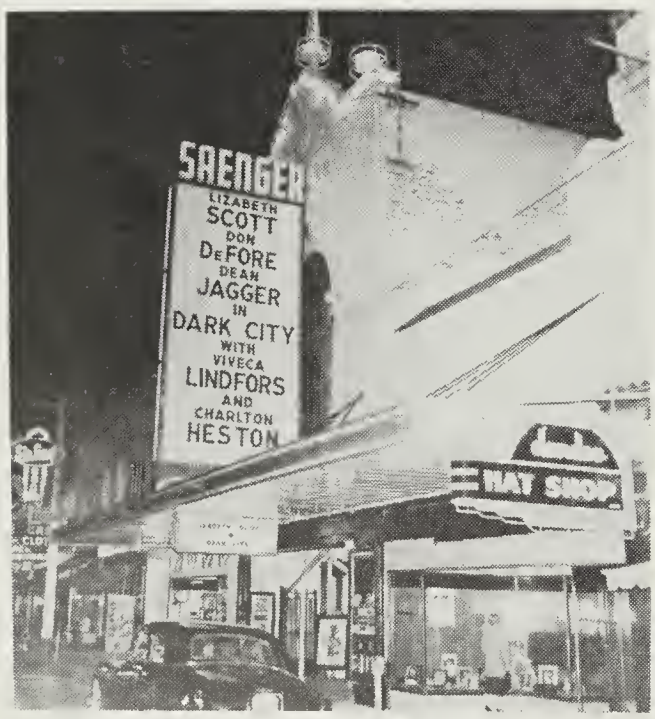
Late 1930's — Roxy, New York



Mid 1940's — Lakewood, Cleveland



Late 1940's — Imperial, Inglewood, Calif.



1949 — Saenger, New Orleans, La.



1955 — Vista D-I, Gr. Rapids, Mich.

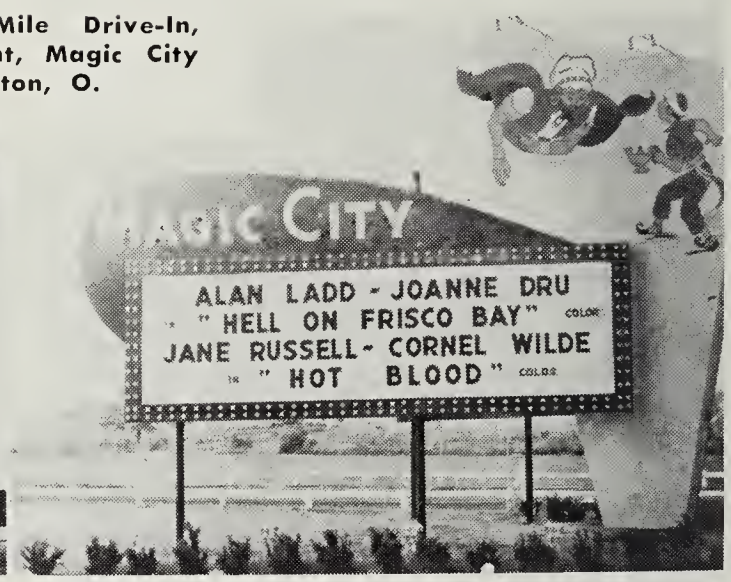


Late 1930's — Central, N.Y.—Before



Central—After Conversion





Left, Miracle Mile Drive-In, Toledo, O. Right, Magic City Drive-In, Barberton, O.

frames for several theatres in Chicago. Although these were very effective and well received, the cost of production was almost prohibitive.

To meet the demand by the early drive-ins for an inexpensive attraction board, we developed in the year 1946 the extremely successful Enduronamel Panel which is practically indestructible and can be shipped knock-down and easily and quickly assembled on the job. These panels being constructed of steel can only be illuminated by flood lights or goose-necks, as illustrated on the Magic City Drive-In, located in Barberton, Ohio.

The growing demand for larger sign openings was filled in the year 1949 by our Window-Type Frames in several Chicago houses and Saenger, New Orleans, with the world's tallest single opening—26 ft. 1 in. high. Window-Type Frames had made possible openings which were unlimited as to height.

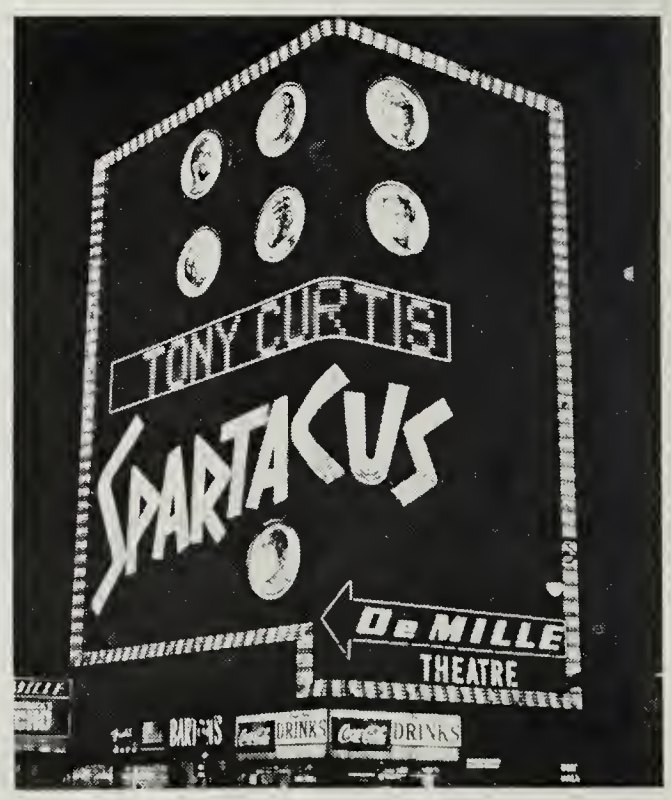
More recent developments include the perfected Mechanical Hand in the year 1950, whereby letters may be changed without the use of ladders, and the Plasti-Bar in 1960, which permits the manufacture of backgrounds with mounting bars which create practically no dark lines when the board is illuminated.

Typical of today's Times Square's gigantic spectaculars is that of the DeMille for "Spartacus." Manhattan's Great White Way stands pretty much alone in this collossal form of promotion. This undoubtedly can be attributed to the fact that premier showings in New York are usually supported by an advertising budget the magnitude of which is far out of proportion to that in other cities across the land.



1950 — Mechanical Hand
1960 — Plasti-Bar

SNUG-GRIP
PLASTI-BAR
FOR WAGNER LETTERS



Today's Broadway Spectacular

Drive-In Services Aid Church Attendance

DETROIT—"Why, in heaven's name," a stranger might ask, "are all those cars pouring into the East Side Drive-In theatre at 7:00 a.m. Sunday morning?" True, Rock Hudson and Kirk Douglas in "The Last Sunset" and "Tomboy and the Champ" is a good bill. But who waits 14 hours in the hot sun in a car for any show?

Well, in heaven's name, a closer look at the marquee will discover a smaller sign, welcoming worshipers to services of the Salem Memorial Lutheran Drive-In.

Rev. Reginald H. Holle has found his flock dwindles as spring, summer, and fall weather entices his congregation to the water wonderlands, the links, and other attractions. Many, devout enough in winter, are not about to wait for morning service, race home, change clothes, grab a bite, and arrive at destination to find it almost time to start back.

So Dr. Holle went to operator Phil Smith and obtained his consent to erect a mobile dais Sundays, backed with painted plaster board on which is a gold cross, against the background of the strangely silent wide screen.

Pastor Holle chose as his opening the parable in the Bible about the man who found excuses not to attend a great meal. While there are still some who find excuses not to attend services, the device has accounted for a 25 per cent increase in attendance.

Phil Smith, too, is demonstrating that showmanship can be next to Godliness.

Beekman Opens New Lounge

NEW YORK—The Beekman Theatre announces the opening of its newly designed lounge.

An immense sculpture, which is actually a sofa capable of seating over 80 people is the key feature of the new lounge. Rolf Myller, prominent New York architect-sculptor, and a $10,000 prize winner in the recent Roosevelt Memorial Competition, was the designer of all the furnishings which were made expressly for the Beekman Theatre.

The design, called by Myller a "dynamic seating plain," accommodates twice as many seated patrons as before, and also allows for rapid movement of the line of patrons entering the auditorium as the feature changes. Coffee is served in the lounge after six PM.

Divided into three sections, the sofa was sculptured in a series of free form curves. The curves enable patrons to be seated in intimate, separate, conversational groups. "Floating" table tops are placed at each curve, so that a patron is never out of reach of an ash-tray or a spot to rest his cup of coffee.

Completing the design of the new lounge are four abstract paintings by David Chapin, which were commissioned by Myller and are considered an integral part of the overall design.

"The new lounge at the Beekman is part of our continuing effort to make movie-going an enjoyable experience by providing surroundings that embody the same standards of taste as the films we show," said Don Rugoff, President of Rugoff Theatres, owners of the Beekman.

No Code Appeal

NEW YORK—Walter Mirisch denied that his visit here had any connection with attempts to revise the Production Code so that "The Children's Hour" would be insured of a Seal.



The NEW YORK Scene

By Mel Konecoff

IF THINGS DEVELOP as producer Kenneth Hyman thinks they will, exhibitors will have yet another roadshow attraction to contend with. This was the news unveiled at a press luncheon when he reported that his film "Gigot," pronounced Gee-Go, would be ready for screening for exhibitors in November.

The film contains no names other than that of Jackie Gleason. It's not an arty film, he believes, but rather it offers entertainment for all running the complete range of human emotion from comedy to drama. He said the score by Gleason is wonderful and the film will probably run about two hours.

Whether or not this is sufficient to warrant roadshowing on a hardticket basis is something that will be decided after the film is screened for and after conferences with exhibitors and the home office executives at 20th Century Fox which will distribute the film.

The budget, 1,500,000 dollars, a reasonable one for these days, is possible because Gleason has a proprietary interest in the film, being a partner, and also because he wrote it. The comic will aid in the distribution and in the film's promotion meeting with groups of exhibitors, attending certain premieres, talking to the press etc. Hyman also had words of praise for the French technicians, who were superb and overly cooperative. He claimed the story could only have been filmed in Franch because of the French background needed for the story.

Gene Kelly is directing the film with Gleason playing the lead in pantomime in wide screen and Eastman Color in the story said to concentrate on humour and pathos. Hyman wound up the session with the comment that 20th Fox is a wonderful company to work with.

Production Note: Jonas Rosenfield, that capable advertising-publicity vice president at Columbia, is a considerate man. When he learned that producer Fred Kohlmar was going to be in town and that he never met with the trade press in N.Y. he upped and arranged it.

Kohlmar, former press agent, former production assistant for Sam Goldwyn, forme ragent and producer of such films as "Picnic," "Solid Gold Cadillac," "Pal Joey," "Wackiest Ship in the Army" etc. was so thrilled he had to be prompted to talk about his recently completed films like "Notorious Landlady" with Kim Novak, Jack Lemmon and Fred Astaire and "The Devil at 4 o'clock" with Spencer Tracy and Frank Sinatra.

"Devil" cost five-and-a-half millions, runs two hours and six minutes, and is in color and wide screen. A million dollars was spent on some gigantic special effects alone. The film will be released in mid-October and where possible, bookings will be sought in those theatres that have been playing "Guns of Navarone."

The reasoning behind this is that "Devil" is another breathtaking adventure, and "Navarone" audiences have shown a preference for this type of film and besides, these theatres have been or will be running trailers pluggingthe film.

Rosenfield stated that Columbia will make the largest national advertising buy in the history of the company in national magazines and on television on behalf of "Devil."

"Ba, Ba Black Sheep" will be Kholmar's next production and this will probably get under way in the Fall. This may be followed by a filmization of the Broadway hit "Bye Bye Birdie" on which rehearsals will start after the first of the year with actual shooting to start in Feb. or March. When he'll get to "That Hill Girl" and "Barbara Greer" is an uncertainty.

Mo.-Ill. Convention Set; All Day Affair On Sept. 18

ST. LOUIS—Keynote speaker for the 43rd annual Missouri-Illinois Theatre Owners Convention will be John W. Keiler, II, president of the Columbia Amusement Co., Paducah, Ky., it was announced by A. Ray Parker, MITO president.

Scheduled for Sept. 18, the convention will be an all day affair featuring panel discussions, meetings, a luncheon featuring the keynoter and a banquet and dance in the evening. Exhibitors from throughout the area are being invited by personal letter to attend the popular yearly get-together at the Chase Hotel. Also on the agenda for the day are Wesley Bloomer, Bloomer Amusement Co., Inc., Belleville, who will give the welcoming address and Charlie Goldman who will give the invocations. Other prominent speakers will be announced shortly, Parker said.

Exhibitors wishing to send their reservations in early are urged to do so by sending their registration fee to James Damos, Regal Theatre, 3146 Easton, St. Louis, Mo. The fee is $15.00 for men and $7.50 for ladies, and includes the luncheon, afternoon meetings, the cocktail party, banquet and dancing to the music of Ray DeVinney and his orchestra. During the banquet those present will vote for the winner of this year's Miss Film Row contest. Candidates thus far for the title include: Marge Collins, Allied Artists; Rita Brusselback, United Artists, Norma Omohunbro, Universal; Connie Cornwall, 20th; and Julia January, National Theatre Supply Co.

New Governor Office Manager

NEW YORK—Evelyn Shapiro, formerly connected with Allied Artists in the Boston area and recently with their New York home office, has been appointed by David Emanuel, President of Governor Films, Inc., as assistant office manager at the Governor Films home office.

Arizona House Joins TOA

GLOBE, ARIZ.—Frank E. Hollis, president of the Alden Theatre Company of Globe, Arizona, has enrolled his Globe Theatre in that city both in national Theatre Owners of America, and the Arizona Theatre Owners Association, it was announced jointly by Albert M. Pickus and George Aurelius.

LONDON Observations

by Jock MacGregor

Though the Board of Trade's Monthly Digest of Statistics reveal that cinema admissions and takings for June showed the worst weekly averages ever recorded—7.2 millions admissions and £0.93 million—there is surprisingly little depression in the Industry. David Kingsley was able to announce that the reformed British Lion set up in which the government has a large slice had had a highly successful year. "When the board of this company was reformed three years ago after a period of substantial losses," he reported, "we said we could not hope to achieve a profit within three years." In its second year it got out of the red with a $354,958 net profit. This year it has achieved a trading profit of $2,116,665 with a net profit before taxation of $1,777,706. The industry has been particularly interested in the inclusion in the accounts of $890,285 from the Film Industry Defense Organization in respect of 76 features which British Lion has covenanted not to show on TV. (Through trade agreement a small levy is deducted from all admissions to theatres taking more than a weekly minimum and is not subject to film rental. It goes to FIDO to compensate producers for not selling pictures to TV). David Kingsley claims that a big contribution has been made by the export activities of Lion International Films—headed by Victor Hoare who travels thousands of miles annually selling British films. He paid special tribute to the efforts of Michael Bromhead in the United States where the company, he claims, has stimulated a growing taste for British comedy.

Sir Philip Warter was also filled with enthusiasm at the Associated British general meeting when he was re-elected to the board. Dr. Eric Fletcher proposed the re-election stating that he had been a director for 20 years and chairman for the last 16. "During that period, under his leadership and chairmanship, the affairs of the Corporation have progressed from strength to strength," he said, "until this year, just concluded, the corporation, has, as you will see, reached a pinnacle of profits and of esteem of which the chairman must be just as proud as the shareholders are duly appreciative. C. J. Latta seconded the election.

It is all optimism around at the Soho Square headquarters of Regal Films International which under the leadership of Michael Green and Joe Vegoda has carved a nice niche for itself in the industry with a steady flow of useful product. Currently its "Treasure of Monte Cristo" (an MGM release in the U.S.A.) is playing the ABC circuit and "What A Carve Up," an unashamedly crazy comedy aimed at the belly laugh, has been booked by the same circuit for September release.

Bubbling with the same enthusiasm as the champagne he was liberally pouring after the trade show of his latest laughter maker "Raising a Laugh," Peter Rogers was the recipient of many congratulations. While some British comedies have slipped a bit of late, Peter's continue to ride high. I believe he succeeds as his pictures have unquestioned warmth with the result that audiences live *with* his characters and do not merely look and laugh *at* them. Incidentally Peter is such a host that when his welcome invitations arrive it is as well to write off the whole afternoon!

20th Fox replaced the usual premiere with a theatrical matinee on Sunday afternoon—when the cinemas are not open to the public—and invited those who are debarred from usually attending because they are in stage hits to see "The King and I" in Grandeur 70 at the Metropole. They had an excellent turn up and how splendid this great picture looks revived in this new method.

Incidentally "Gone With The Wind," slipped in as stop gap at Coliseum, has proved so phenomenally successful that MGM is considering reissuing it as a road show.

Zenith Net Up

CHICAGO—Zenith Radio Corp. yesterday reported consolidated net profits of $5,393,244, equal to $1.80 a share on 2,996,399 outstanding, for the six months ended June 30, 1961.

That was 1.6 per cent higher than the $5,309,465, or $1.79 a share on 2,968,394 outstanding, for the first half of 1960, Chairman Hugh Robertson and President Joseph S. Wright reported.

Consolidated sales for the 1961 half were down to 1.3 per cent to $116,698,673 from $118,263,821.

Net consolidated profits for the three months ended June 30, 1961, totaled $1,947,214, or 65 cents a share, representing a 34 per cent increase over the $1,454,336, or 49 cents a share, in the second quarter of 1960.

Plans for the Hartford, Conn., test of the company's "Phonevision" subscription TV system were said to be progressing on schedule. Deadline for initiating the test has been extended by the F.C.C. from August 1961 to July 1962.

Zenith expects to complete, in October, field testing of transmission and decoder equipment to be used at Hartford. Pilot production of decoders is scheduled for late 1961.

Col. Sells Part Of Studio

HOLLYWOOD—Appel Development Company and Larry Slaton bought Columbia Pictures' Sunset Boulevard studio for $900,000 cash, it was reported. Samuel J. Briskin, Columbia vice president, said that Appel will take possession January 15.

The property is slightly less than three acres and is located about two miles from Columbia's main studio.

Phila. Golf Tournament

PHILADELPHIA—The annual golf tournament of Philadelphia's Variety Club Tent No. 13 has been set for the Green Valley Country Club, Lafayette Hills, Pa. on Friday, Sept. 29 this year, with the first players teeing off at 11:00 a.m.

Leo B. Beresin is general chairman of the affair. The program for the day includes a gin rummy tournament with prizes for the golfers, the card players, and 11 sorts of door prizes. The tournament will be climaxed by a dinner and an evening of dancing.

U-I To Deliver One Top Film Monthly—ABOAF

PARIS—For the entire forthcoming year, Universal - International will be in the unique position of being able to deliver to its overseas exhibitors at least one top production a month, starring one or more of the world's leading film personalities, vice-president and foreign general manager Americo Aboaf told delegates to the company's European publicity conference at the closing session here.

The conference, attended by U-I's publicity representatives throughout Europe and presided over by John Nelson-Sullivan, publicity coordinator for the area, started on August 8th, with the delegates screening "Come September," "Back Street" and "Tammy Tell Me True," and planning for the release of a number of other films, including "Flower Drum Song," "Lover, Come Back" and "The Spiral Road."

A parallel to the European Common Market in U-I's operating procedure for the Continent was drawn by Aboaf, who saw in the free interchange of ideas and materials at the meetings, the same basic principles at work which are contributing to the success of the economic movement.

Aboaf also reviewed the progress of "Spartacus" in its many roadshow releases in Europe to date and plans for the September French premiere at the huge 4,000-seat Gaumont Theatre, in Paris. He underlined the enormous European and world-wide potential of the film which is "just being tapped" and said that its position among the box-office greats of all time has already been assured.

The U-I vice-president, who is abroad on an extensive business trip, had timed his schedule so as to be able to attend and address the company's European publicity conference.

Boston Promotion Plans

BOSTON—New exhibitor plans for sales and promotion of special attractions were discussed at a meeting of all local exchange area heads of local distributing companies at Hotel Statler, hosted by Robert M. Sternburg, president of New England Theatres, Inc., and Allied Theatres of New England.

The meeting, called by Sternburg, was a follow up to the recent series of meetings held by Edward L. Hyman of the New York Headquarters of ABPT in the interest of the current campaign for the promotion of increased theatrical attendance for current and forthcoming releases.

The plan calls for the general mass promotion of all motion pictures in all the theatres throughout New England. The plan in key cities involves getting together to meet with various representatives of all mass media for extra and specialized promotion of the motion picture business.

A grassroots program for local promotions by local managers in cooperation with film companies and civic officials is also called for by the plan. Attending the meeting were: John Moore, Paramount; Harry Rogovin, Tom O'Brien, Columbia; Ben Abrams, AA; Ben Bebchick, MGM; Harry Segal, UA; Joe Wolf, Embassy; Bill Kumins, WB; E. Myer Feltman, UI; Al Levy, 20th; Herb Schaefer, BV.

Southern Drive-In In TOA

NEW ORLEANS—Marvin White of West Lake, La., has enrolled his Midway Drive-In Theatre of that community both in Theatre Owners of America, and the Louisiana Theatre Owners Association, it was announced.

How To Defeat Pay-TV Showed By George Atton

SANTA CRUZ, CAL.—A lesson on "how to defeat pay TV" is related by the Theatre Owners of America in the latest issue of its Business Builders which went out to ts membership this week. The lesson was provided by George Atton, district manager for United California Theatres in Santa Cruz, Calif., when, in the words of Al Floersheimer, TOA's director of public relations, he "virtually single-handedly here allied his community and defeated a pay TV proposal that seemed sure of passage."

The case had to do with the efforts of Pacific Telescription Service, operator of a community antenna system in Santa Cruz, to have the city council extend its franchise for 12 more years with the intention of selling out to TelePrompTer.

Floersheimer notes that Atton gained his goal in but 10 days and that "he did it on a tiny budget."

"He did it successfully and in a manner that blunted the usual pay TV argument that theatres were running scared before pay TV," adds Floersheimer, holding that "his campaign could virtually be a 'bible' for any theatre man in a similar predicament."

As Atton tells it in Business Builders, "our victory was largely a matter of public relations, getting to the right people with the right story." He adds:

"We had only 10 days to beat a decision which was pretty well established against us due to the months of groundwork PTS had done with the councilmen and due to the fact that they at first saw it as a routine request for extension of an existing franchise."

He reports that the big handicap that had to be overcome was that "the public was completely apathetic and uninformed, and, of course, we bore the stigma of the theatre keeping competition out."

Atton resorted to "an open letter to the City Council" in an effort to "awaken public interest and put the council in position of public scrutiny." Additionally he ran an ad on the subject in the local paper, spent hours daily speaking to "groups and influential citizens" and took his case personally to the members of the council. Meanwhile he "had started petitions going in the theatre against pay TV." His "final move," he reported to TOA, "was to get the churches behind me."

The result of all this was that the PTS petition was rejected.

'Hitler Gang' On Go Again

NEW YORK—The cinematic resurrection of Adolf Hitler's Nazi hierarchy in E. Charles Straus' "HITLER," which stars Richard Basehart in the title role, has been completed with the signing of Broadway stage actor Theodore Marcuse to portray rabble-rousing newspaper owner Julius Streicher.

The "cabinet" lineup in the Three Crown production for Allied Artists also has Martin Kosleck as Paul Joseph Goebbels, John Mitchum as Hermann Goering, Rick Treager as Heinrich Himmler, G. Stanley Jones as Martin Bormann, Berry Kroeger as Ernst Roehm, John Banner as Gregor Strasser and Albert Szabo as Emile Maurice.

Toplined with Basehart are Maria Emo, star of Vienna's Josefstaedt Theater who makes her American debut as Hitler's mistress, Eva Braun, and Berlin's Cordual Trantow, 18-year-old winner of the West German Government's equivalent of the Academy Award, as Hitler's niece and previous mistress, Geli Raubal. The picture is currently shooting at Producers' Studio.



CANADIAN Highlights

By Harry Allen, Jr.

THIS HAS BEEN a week of moves. There was the announcement by Gordon Lightstone, veteran motion picture executive and current president of the Canadian Motion Picture Distributors Association, who will leave Affiliated Pictures Corp. Ltd. on Sept. 15. He is president and managing director of that company which was formed in September, 1960, by Paramount Film Service and Columbia Pictures of Canada. Lightstone, who was also vice-president and general manager of Paramount Film Service Ltd., came to that company in 1942 as general manager, having resigned as general sales manager of Regal Films Ltd., distributor of MGM product in this country, to take that post. The decision of Paramount to eliminate district managers resulted in Lightstone's decision to leave. In other districts the branch managers will be replaced by the district managers. Lightstone's responsibilities with Affiliated are likely to be assumed by a successor who is to come from the USA. Lightstone plans to resign his position with the distributors' body. He will announce his new plans later.

Moves also came in the exhibition side, with James Cameron, formerly supervisor at Famous Players Canadian Corp., being appointed group ticket sales director, to replace Harold Myers, resigned. Mike King, manager of the Tivoli Theatre, and Mike Bihun, manager of the University, both of Toronto, also resigned. Famous Players realigned theatre responsibility within its company. Russ McKibbin, executive assistant to William Summerville, supervisor of the eastern division, continues in that position and supervises operation of first-run houses in Toronto, Ottawa, Hull, Quebec and Windsor. He will liaison with partners in Cornwall, Timmins, Owen Sound, Rouyn-Noranda and Three Rivers. Dan Krendell will enlarge his territory to supervise theatres in Hamilton, Guelph, London, Niagara Falls, Sarnia and St. Catherines. This will be in addition to the theatres now under his supervision. Fred Trebilcock takes over the helm of the Tivoli, Toronto, while no man has been appointed to the University helm.

ODEON THEATRES (Canada) Limited announced it will open a new drive-in in November. In-car heaters, operating on Butane gas, will warm the cars. The newest system of transistorized ensure perfect sound reproduction in every car. All areas of the drive-in will be paved. The new operation is claimed to be the largest in Canada, and will be located just east of Toronto. It will be accessible from two main highways. Its screen will be 140 by 70 feet. It is the first drive-in to be newly-opened in the winter.

REEL CLIPS: Newest member of the Motion Picture Theatres Association of Ontario is the Canadian Drive-In, St. Cartharines, headed by M. W. Zanhorchak. . . . Annual meeting and luncheon of the MPTO will be November 27 in the King Edward Sheraton Hotel in Toronto. On the following day, the annual meeting of the National Committee Motion Picture Exhibitors Associations of Canada will be held and on the next two days the annual meeting of the Motion Picture Industry Council of Canada will be held. . . . Tickets for the 10th annual Golf Tournament of the Canadian Picture Pioneers, Aug. 24th, was shifted this year to the Tam O'Shanter Golf Club because of the big demand for tickets. . . . Charles Chaplin, chairman of the Public Relations Committee of the MPIC, is seeking contributions for the Will Rogers Hospital Fund. This is the first time an appeal has been made to Canadian members of the industry. Send contributions to him at United Artists Corporation Limited, 277 Victoria Street, Toronto.

"The People" May Own Fox

By MARK GIBBONS

SAN FRANCISCO—The voters, not Mayor George Christopher and the rest of the city fathers will decide in the November elections whether or not the Fox Theatre will be torn down to provide a parking lot or be purchased by San Francisco for use as a convention hall with a 4,670 seating capacity.

As a result of an adroit last-minute move almost on the eve of wrecking crews moving in to demolish the Fox, the upcoming election ballot will ask for a "yes" or "no" in answer to a proposition that the city buy the Fox.

Since the Fox owners first offered the ornate movie palace, second largest cinema citadel in the U.S., for sale to the city, Mayor Christopher has opposed the idea and based his opposition on the asking price of $1,050,000. A few weeks ago (August 2) your reporter wrote in these columns of MOTION PICTURE EXHIBITOR that the Board of Supervisors had voted down by a vote of 6 to 5 to keep the issue off the November ballot. That would have appeared to end the matter and let in the wrecking crews. But last week-end four of the supervisors signed a petition to put the issue on the ballot by utilizing a seldom used provision in the city charter which says a third of the 11-man Board of Supervisors may institute "as a matter of policy" any question on the ballot.

Thus the people and not their elected city government will decide if San Francisco will be the next owners of the Fox. Judging by the furore raised by private citizens to "save the Fox" since razing plans first were announced early this year by the Fox owners there is every likelihood the venerable house built at a cost of $5,000,000 in 1929 will remain standing as city property.

New Spring Valley House

Spring Valley, N.Y.—Plans to construct a new indoor theatre at York, to replace the Valley Theatre, which was destroyed by fire last December, have been announced by Howard Lesser, also owner of the Roslyn Theatre in Roslyn, L.I.

To be called the Spring Valley Theatre, it will have a 600-seat capacity with a stadium design in the auditorium. An opening is scheduled for next Feb. 1 for the theatre, which, along with other modern equipment throughout, will be equipped for 70mm projection.

Labow Named Manager African Export Company

NEW YORK—Jack L. Labow was named the manager of the new American Motion Picture Export Company (Africa) Inc. by Eric Johnston, president of the Motion Picture Export Association of America, and G. Griffith Johnson, vice-president of MPEAA and president of the new African export company.

His selection was approved by the board of directors of the American Motion Picture Export Company (Africa) Inc. at a recent meeting of the board.

Labow comes to the new post with nearly 15 years' film experience. He is a Canadian, who in 1947 entered the motion picture business in Winnipeg with the RKO sales department. He moved on to Toronto and rose from salesman to branch manager and by 1954 was general manager for RKO in Canada. In 1957 he was appointed managing director for Australasia, where he remained until the RKO overseas operation was abolished. During the past year and a half Labow has been in independent production and distribution in Great Britain and on the Continent.

As general manager for the African export company he will be responsible for all of the new organization's film activities in Nigeria, Ghana, Liberia, Sierra Leone and Gambia.

Labow, as his first official act, announced the appointment of Joseph Payne Lorde as assistant to the manager. Lorde, a graduate of Pace College, has been associated with the international division of M-G-M for the past six years.

Snapshots, Anyone?

BUFFALO — Federal Judge John O. Henderson recently ruled that the Eastman Kodak Company does not have to divest itself of its nine plants here in the United States. The plants mentioned are used for the processing of film.

The ruling was based on the decision that since customers willingly turned over their film to be processed by Eastman Kodak, the company's processing procedures are legal.

Vending Corp. Stock Drops

LONG ISLAND CITY, N.Y.—ABC Vending Corporation issued a consolidated comparative statement of income for 26 weeks ended June 25, 1961, showing net income after taxes of $844,002 or 32 cents per common share. This compares with $906,582 for the same period in 1960, or 35 cents per common share. This is based on 2,611,356 shares of common stock outstanding, June 25, 1961.

Champion-Columbia Deal Off

NEW YORK—Negotiations between Gower Champion and Columbia Pictures Corporation regarding his direction of "Bye Bye Birdie" and other films have been dropped by both parties who are unable to reach a satisfactory agreement.

Attend Good Films, Columbus Paper Urges

COLUMBUS, O.—If more people attended the "good, wholesome motion pictures" and "stayed away from trashy screen fare, the problem would correct itself," said the Columbus Citizen-Journal in an editorial titled "Good Movies Pay."

The newspaper said the outlook for increased attendance at wholesome pictures is "hopeful," noting that "Ben-Hur" has been doing capacity holdover business at four Columbus drive-ins.

The fact that unobjectionable films are being made, shown, and well-patronized shows there is another side of the situation, said the editorial. The paper noted that "many people are disturbed over vulgar motion pictures and distasteful advertising of them."

"Many of the drive-in patrons seeing 'Ben-Hur' admit they haven't been to a movie in years, and for some this is their first experience with an auto theatre. The drive-ins—once described as 'passion pits'—seem to have captured a large share of the family trade. One reason is obvious—they do away with the need for a baby-sitter. Another is that some drive-ins have gone after family business with such pictures as 'Ben-Hur' and 'Swiss Family Robinson.'

"The same films, and new ones such as 'The Parent Trap,' may be seen at the indoor theatres ('hardtops' they're called in the trade) which have their own special comforts such as air-conditioning in the summer. Better patronage of these good movies pays an obvious dividend. It will encourage the studios to make more of them."

Film Exchange and Dealer Listing for the NEW HAVEN FILM TERRITORY

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• *Film Distributors*

ALLIED ARTISTS, 1890 Dixwell Ave., Hamden—ATwater 8-9216
Br. Mgr.: John V. Pavone.

COLUMBIA, 1890 Dixwell Ave., Hamden—ATwater 8-9285
Br. Mgr.: Walter Silverman. Booker: Grace Brunelli. Cashier: Anna Canelli. Emerg. Phone: Silverman, HUbbard 8-1813.

EMBASSY, 24 Linde St., West Haven—WEst 3-9313
Representative: George Somma.

METRO-GOLDYN-MAYER, 1890 Dixwell Ave., Hamden—ATwater 8-9201
Br. Mgr.: Ray Cairns. Office Mgr. & Booker: Leon Jakubson. Booker: Mary Worstell.

PARAMOUNT, 1890 Dixwell Ave., Hamden—ATwater 8-3869
Resident Mgr.: Henry Germain. Emerg. Phone: FUlton 7-3848.

20TH CENTURY-FOX, 1890 Dixwell Ave., Hamden—ATwater 8-2567
Br. Mgr.: Bennett Goldstein. Sales: Sam Germain. Bookers: Sal Popolizio, Morris Alderman. Cashier: Ann McInerney. Field Exp.: Phil Engel. Emerg. Phone: Popolizio, SPruce 6-7019.

UNITED ARTISTS, 1890 Dixwell Ave., Hamden—ATwater 8-9218
Br. Mgr.: Irving R. Mendelson. Office Mgr.: Henry Bruning. Booker: Jack Mullen. Cashier: Carmel Cavuoti. Emerg. Phone: Bruning, WEst 4-0365.

UNIVERSAL-INTERNATIONAL, 262 College St., New Haven—Chestnut 8-4363
Resident Mgr.: Harry Fellerman.

WARNER BROS., 1890 Dixwell Ave., Hamden—ATwater 8-9247
Br. Mgr.: Angelo Lombardi. Office Mgr. and Booker: Sid Levine. Emerg. Phones: Levine, FUlton 7-0582; Lombardi, FUlton 7-6171.

• *Supply Dealers*

CAPITOL THEATRE SUPPLY, Boston, Mass.
Conn. Rep.: Louis Phillios, 42 Sherman Ave., New Haven, UNiversity 5-3959.

NATIONAL THEATRE SUPPLY, 1890 Dixwell Ave., Hamden—ATwater 8-2547
Emerg. Phone: ATwater 8-0063.

• *Signs, Advertising and Printing*

MORRIS GREEN, 254 College St.—LOcust 2-0612

WORLD SIGN & DISPLAY ADV., 2553 Whitney Ave., Hamden—ATwater 8-2344

• *Film Delivery Services*

E. G. ELLWOOD, 87 Summit St.—Phone: Bridgeport—EXpress 4-0535

FILM EXCHANGE TRANSFER, 1890 Dixwell Ave., Hamden—ATwater 8-9161
Br. Mgr.: Larry Orkins. Emerg. Phone: Niantic, PErshing 9-8807.

NEW HAVEN FILM SERVICE, 1890 Dixwell Ave., Hamden—ATwater 8-9161

ROSEN FILM DELIVERY SYSTEM, 1890 Dixwell Ave., Hamden—ATwater 8-9161, 8-2351

• *Service Companies*

ALTEC SERVICE CO., 265 Church St.—LOcust 2-1551

RCA SERVICE CO., 102 Woodmont Road—WEst 4-5827

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New Financing Set For S-W

WASHINGTON — New financing in the amount of $14,250,000 has been arranged by Stanley Warner Corporation with nine banks, it was revealed in a report filed with the Securities and Exchange Commission.

S-W stated that the new financing is being used for repayment to the same nine banks of $12,822,917 principal amount of notes, including interest, with the balance being added to working capital.

The new agreement specifies that the new series of S-W notes will have an interest rate equal to three-eighths of one per cent above the prime commercial rate of the First National Bank of Boston, the principal underwriter, as in effect from time to time; but the interest is to be not less than 4¼ per cent, nor more than 5¼ per cent per annum.

Interest is payable quarterly, beginning next Oct. 1.

The principal is payable in the amount of $534,375 quarterly, commencing July 1, 1962, and the balance of $3,562,500 by July 1, 1967.

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MGM executives recently attended a sales and promotion meeting in preparation for the launching of 26 premiere engagements of Samuel Bronston's "King Of Kings" throughout the country. From left to right are: Mel Maron, Zeb Epstein, Morris Lefko, MGM vice president and general sales manager Robert Mochrie, Emery Austin, Ralph Wheelright and Herbert J. Bennin.

Band Contest Being Set For 'The Music Man'

HOLLYWOOD—100 high school bands, representing all 50 states, will converge in Mason City, Iowa, next year to participate in "The Music Man" National Band Festival, the biggest and most elaborate event of its kind ever staged. Leading newsmen and musical figures from throughout the nation are expected to be in Mason City to cover an event that will combine the glitter of a motion picture premiere with the spectacle and excitement of a mid-western band festival. Scheduled to take place in Mason City on June 19, 1962, the Festival will salute the Warner Bros. motion picture production of Meredith Willson's "The Music Man," currently being filmed in Technicolor, with Morton DaCosta producing and directing. A special showing of "The Music Man" will be the highlight of the Festival. The guest of honor will be Mason City's hometown hero, Meredith Willson, whose fabulous stage musical is being brought to the screen with a stellar cast. Of such vast scope is the Band Festival that a full year has been set for preparations. Arrangements are being made in Mason City to accommodate more than 15,000 participants, including band members, visiting press and motion picture celebrities. Full cooperation and support of the Mason City Chamber of Commerce, civic organizations and the Northern Iowa Band Festival Committee has been assured. In addition to national and foreign press coverage, the band contest plans embrace television and radio coverage of key activities in the event-filled day, which will include a three-hour parade of bands and "The Music Man" floats, a typical Iowa picnic in Mason City's East Park, barber-shop quartet performances and other entertainment. A stadium concert will feature massed visiting bands, with competitions for "The Music Man" honors and awards.

British Business At New Low

LONDON — Statistics published by the Board of Trade here show the average weekly attendance in the United Kingdom for June to be 7,200,000 bringing in £930,000. This is the worst record yet, dropping under the previous low of December when 6,000,000 admission brought in £970,000.

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Allied Artists Has Eight Productions Set

NEW YORK—Allied Artists has reached its highest production activity of the past 18 months with three pictures filming and preparations for early production of five more, according to Steve Broidy, president.

Currently before the cameras in London is "BILLY BUDD," which Peter Ustinov is producing and directing with Ronald Lubin as the executive producer. The film, based on Herman Melville's sea classic, stars Robert Ryan, Ustinov and Melvyn Douglas and introduces Terence Stamp in the title role.

In Hollywood, two films are before the cameras. One is "THE GEORGE RAFT STORY," dealing with the life of the man who rose from New York's "Hell's Kitchen" to become one of Filmland's most popular and highest paid stars, with Ray Danton in the title role and a star-studded cast including Jayne Mansfield, and Julie London.

The other production in Hollywood is "HITLER," a spectacular dramatization in depth of the personal life story of the infamous dictator covering the 21-year period from his 1924 imprisonment in Landsberg Prison to his death in a Berlin bunker.

This film stars Richard Basehart in the title role and co-stars Vienna's Mario Emo, who portrays Eva Braun, and Berlin's 18-year-old Cordula Trantow, winner of the German Government's equivalent of the Academy Award, who plays Hitler's niece and previous mistress.

Top films now in preparation for early production include "TURN IN THE ROAD," which King Vidor will both produce and direct from a screenplay by Jefferson Bayley. It is the story of a famed Hollywood director, disillusioned with the maelstrom of picture making and its artificial personalities, who returns to his midwestern home town to regain his personal integrity.

Producer Albert Zugsmith is preparing two properties. One is Thomas De Quincey's classic, "THE CONFESSIONS OF AN OPIUM EATER," in which Vincent Price will star. To roll on October 2, the picture's locale has been changed from London's Limehouse section of the 19th century to early-day San Francisco's Chinatown. Zugsmith also is preparing "THE CARNIVAL KID," to star David Kory, seven-year-old who made his screen debut in the title role of Zugsmith's "DONDI."

One of the studio's most important projects soon to go before the cameras is "REPRIEVE," a Kaufman-Lubin production. It is based on the best-selling autobiography of the same title by John Resko, convicted murderer who became a nationally known painter in New York's Dannemora prison after winning a commutation of the death sentence only minutes before he was to have been executed. The film will star Ben Gazarra.

Also in preparation and to be filmed in New York beginning October 1 is "THE CAPTAIN MUST DIE," a dramatic suspense thriller based on the novel by Robert Colby.

"King Of Kings" In Regional Meetings

CHICAGO—The first of five important regional sales and promotion meetings on Metro-Goldwyn-Mayer's "King of Kings" was held at the Blackstone Hotel, prior to the launching of 26 premiere engagements of the Samuel Bronston production.

The meeting was headed by Morris Lefko, in charge of "King of Kings" sales, who outlined the sales policy that will prevail for the picture. Also representing MGM were Ralph Wheelwright, coordinator, and Emery Austin, exploitation head, both of whom detailed the promotion campaign already hammered out for "King of Kings."

Division and exchange managers, and publicity and group sales representatives also attended the meeting, which presented the completed advertising and publicity campaigns including film strips, ads, trailers, radio and television materials, and book tie-ups.

Further meetings were scheduled for Dallas, August 17; Washington, August 22; Boston, August 24; and Detroit, August 29.

"King of Kings," will have its World Premieres in New York and Los Angeles on October 11 and 12. It will also be presented in twenty-four subsequent road-show engagements before Christmas.

M-G-M announced that the series of meetings outlining the exploitation for "The King of Kings" have met with such success that Los Angeles and New York City have been added to the cities' schedule. Lefko will conduct these meetings, although no dates have been set.

Tent 35 Sets Project

NEW YORK—Variety Club of New York Tent #35, at a crew meeting unanimously voted approval of and launched, a children's heart project in support of a group of orthepedically handicapped youngsters in the Metropolitan New York area.

Chief Barker Charles A. Alicoate disclosed that the project will benefit from the sale of tickets for a special evening at Yonkers Raceway on Wednesday, Sept. 6, for Tent 35's Sportswriters Bill Corum Fund.

Tickets are $12.50 each and include a roast beef dinner and reserved admission to the Yonkers Raceway Empire Terrace, and are obtainable at the office of New York Variety.

ITOO Convention Set

COLUMBUS, O.—Convention committee for the 26th annual meeting of the Independent Theatre Owners of Ohio, to be held Oct. 25 and 26 at the Deshler-Hilton Hotel here, has been announced by Marshall Fine, president.

Committee members include: Jack Haynes, S & S Amusement Co., Cincinnati; Milton Yassenoff, Academy Theatres, Columbus; Jack Armstrong, Armstrong Theatres, Bowling Green; Al Boudouris, Theatre Operating Co., Toledo; Sam Shultz, Selected Theatres, Cleveland; Chris Pfister, Mayflower Theatre, Troy; Olen Martin, Tri-Cities Drive-in, Bucyrus; Leon Enken, Robins Amusement Co., Warren and Sam Levin, Levin Theatres, Dayton.

Compact Film Square In St. Louis' Future

ST. LOUIS—This city's aging Film Row is slowly becoming a modern, compact Film Square.

Henry Janon, Commercial Credit Rating, who created the Pink Building that already houses four film exchanges, has purchased the triangular building directly across the street and plans to turn it into another home for film companies.

The new building will have entrances on Olive and on Lindell and extends from Leonard to Channing sts. Included in the plans for modernization and redecorating is the New Plaza Hotel, a six story old hotel that Janon hopes to turn into a completely modern, pleasant hotel. "And we'll change the name—into something appropriate to Film Square," Janon said. He pointed out that the nearest hotel was the Coronado, still quite a distance away, and that this new hotel would be very convenient for exhibitors and other visitors to the area.

"This time I don't think we'll use color as a landmark," Janon smiled. "When this major project is finished, we really won't need color to point out our distinguished film center."

Although still in the planning stages, Janon said he expects to bring Columbia Pictures and Buena Vista to the new building and has hopes that eventually all the film companies will be in the same two block area. "The new building will be completely air-conditioned and have gas heat," Janon said.

Janon has also purchased a lot 175 by 57 feet on Channing which will be made into a parking lot for the area. Between the two buildings is a grass and flower decorated mall.

Realart was the first film company to move into the Pink Building. Many of the film companies have been uncertain as to their fate since it was not known just which buildings would meet the new building standards set up by the city's spurt of improvement.

United Artists and Warner Bros. moved to the Pink Building shortly after Realart, and the new Crest Film Distributing Co. has its office in the building.

Daniel Houlihan Appointed Para. Manager In Buffalo

Daniel R. Houlihan has been appointed manager of Paramount Film Distributing Corporation's Buffalo branch, it is announced by Jerome Pickman, vice-president and general sales manager.

Houlihan, whose new appointment is effective immediately, was previously Paramount branch manager in Boston. Entering the industry in 1926 as a sales executive for Educational Flms, he joined Paramount in 1951 as Albany branch manager.

In his new post, Houlihan succeeds Frank Saviola, who is being re-assigned by Paramount to an important sales post in the Buffalo territory.

Astor Names Sands

NEW YORK—George Josephs, vice president in charge of sales for Astor Pictures, has announced the appointment of Ernest Sands as assistant general sales manager for the film company.

Sands leaves the Fabian Theatres Corporation, where for the past two years he has acted as buyer and booker for that organization Previously he had served Warner Brothers Pictures for 14 years as branch manager in New York and as district sales manager in Cleveland, Pittsburgh, Jacksonville, Des Moines and St. Louis.



James R. Velde, United Artists vice president in charge of domestic sales, left, recently received a plaque from Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, awarded him on behalf of the Showmen of America for 100% cooperation in orderly distribution of quality pictures.

New Cambridge Art Spot

BOSTON—The Boston University, a conventional in Harvard Square, Cambridge, will be refurbished for a Christmastime reopening. A new policy will turn the 1,900-seats theatre into an art house.

Cyrus Harvey, Jr., and Bryant Haliday will take over the remodeled theatre and Mickey Daytz will continue booking and buying. Plans include remodeling of the stage for future presentation of live shows.

The seating will be reduced to 1,500 and the auditorium will be redecorated. Also planned for the house is a new screen. Projection and sound equipment will be updated for better reproduction.

Spokesman for this circuit say this is an indication of their optimism for the future of the industry.

Mich. Exhib Solon Has Eye On Congress

LANSING, MICH.—Don R. Pears(R), Speaker of the Michigan House of Representatives, says he will announce his candidacy for Congress "late this month."

Pears, 61, is in the real estate business as well as being a veteran exhibitor. He owns the Hollywood, Buchanan, Mich., which up to recently he also operated. A few months ago he leased it to Lex Slater, which transaction it would appear was based on the hope he might transfer his seat from Lansing to Washington.

A member of Michigan Allied, he has made frequent appearances at annual conventions where he has been a speaker. He has long been a watchdog in the house as to legislation affecting the industry, and through Michigan Allied alerted exhibitors as to impending bills affecting movies.

As a representative from Buchanan, it is an open secret he has been awaiting the day when Clare E. Hoffman(R), of Allegan, who is 86, will no longer be a candidate for the Fourth District seat which Pears will seek. Indications are the movieman, who is 61, will file whether or not Hoffman makes his 14th try.

Pears graduated from Western Michigan University, was formerly a teacher, and served in both World Wars I and II. He was first elected to the Michigan House in 1950, becoming Speaker in 1959.

Guardian To Mexico

NEW YORK—Richard I. Guardian, Latin American supervisor for American International Pictures, left New York for Mexico. Guardian will look into the progress of the Spanish version of "Alakazam The Great."

ATTENTION MANAGERS!

Please check your shows no later than 10:00 A.M. on Saturdays, Sundays and holidays.

As you know, the exchanges' shipping room closes at noon on these days.

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LOcust 4-3450

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D-I Exhib Pulls Pic Censor Forgot To See

ATLANTA—Oscar Kilgore, manager, Highway 85 Drive-In, acceding to a request from the Fayette County Board of Censors, has agreed to terminate the run of the controversial "Wasted Lives" and "The Birth of Twins." A meeting in Fayetteville, Ga., called to consider complaints against the picture and to get public opinion, resulted in the decision by Kilgore to end the run, a spokesman for the Fayetteville Censor Board said.

Present at the meeting were members of the Censor Board, Sheriff Hugh Stinchcomb, County Attorney Charfes Ballard, and a number of private citizens.

Mrs. Edwin Davis says the Censor Board gave its permit to show the pictures without seeing it, admitting that "this was a mistake." She also said that at the time they okayed the picture they were not aware that it had been turned down for showing in Atlanta by City Censor Christine Smith Gilliam.

K. Gordon Murray Productions recently filed suit in Fulton Superior Court against the city of Atlanta, Mrs. Gilliam, and others, contending the picture is not obsene and was approved "in toto" by the Fayette County Censors. The suit attacked the Atlanta censorship laws as being unconstitutional.

Atlanta already is under a restraining order not to ban two other controversial motion pictures, "Never on Sunday" and "Room At The Top." The city appealed the ruling and the appeal has been taken to the Supreme Court, which, to date, has taken no action.

Stuntmen Organize

HOLLYWOOD—Stunt men, actors who specialize in performing hazardous assignments, have set up an organization of their own, called the Stuntmen's Association of Motion Pictures, it was reported yesterday, with a three-point program covering such matters as self-discipline, mutual assistance and professional conduct.

The organization has no connection with the SAG, to which all members belong, and is not a collective bargaining agency. It starts with 83 members.

David E.

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U-I's "Tammy Tell Me True" was launched in Chicago recently and among those on hand were, left to right, Ed Sequin, of B & K, at whose United Artists the premiere was held; Lou Berman, Universal's Chicago branch manager; Gigi Perreau; David Wallerstein, B & K president; Virginia Grey; Nate Platt, of B & K; and Herman Kass, U's executive in charge of national promotion.

Detroit Film Flood Causes Traffic Jam

DETROIT—William Clark, of the buying and booking Clark Theatre Service, recently stated there was now an overabundance of new film available here.

A check-up last week showed why cans with new product are gathering dust on distributors' shelves awaiting playing time.

There are 12 orthodox first-run outlets. Of them, four were in their first week, two in fourth, one each in fifth, sixth, eighth, ninth, 14th and 33rd, for an average of over six and a half weeks per engagement.

At this continuing rate, and using only houses currently offering first run, this means Detroit can show only 95 attractions a year out of all those available.

Clark had made the statement that statewide, pressure on distributors to move backlog resulted in booking first runs, in some instances, in third-class houses. With worldwide product available, it seems a moot question if this situation could not force a widening of first-run outlets.

This summer a group of drive-ins has been showing first-runs as well as the houses referred to above.

Yet, there is one curiosity: The head of one circuit remarked that for his purposes, for all of the extended film menu available for consumption, he was having trouble in some situations in finding the kind of offering he wanted. There have been times, he said, when he didn't know what would be playing at a major house a week hence.

Columbus Group Explains Position

Columbus, O.—Interfaith Committee for Better Entertainment in Columbus, which rates films as to suitability for showing to children, said that as a group it could take no stand pro or con in the issue of city film censorship.

In a letter to the editor of the Columbus Dispatch, Mrs. Walter Harris of the committee praised the newspaper for its editorial stand against "objectionable" movies.

"There are many fine movies and we feel sure our ratings will help make decisions for parents," said Mrs. Harris. "Our committee has endeavored to encourage parents to be conscious of the type of entertainment their children see, to alert them to the dangers in so many of the films overemphasizing sex, violence and perversion and to encourage them to guide their children's choice of movies and television."

"Amazingly, many parents who keep up to the minute on the latest in medical and dental care, ignore what is going on in their minds."

Bruce Gilbert, of suburban Bexley, said "We should not have a group of people pronouncing judgment uponwhat we see. In the appointment of a censorship board, persons supposedly of righteous morals are given the tremendous privilege of judging what is good or bad for people with equal or superior reasoning ability and taste. The First Amendment to the Constitution guarantees freedom of thought and expression."

Robert C. Burrows, of suburban Worthington, said "Before film censorship was abolished in Ohio we did not have such a plethora of sex and filth. We used to enjoy going to the movies two or three times a month but it is increasingly hard to find a program fit for family consumption. Good movies would bring more dollars back to the boxoffice."

Stephen Gussler of Columbus sees "hidden dangers" in censorship's "glossy cause of protection of morality." He said: "There is danger when any man or group of men is given power to alter or restrict any legitimate source of mass communication."

"As is the case with all rights and freedoms," Gussler continued, "it is often abused in a way which sickens solid citizens. Atrocities committed in the name of freedom should, however, be fought on a moral rather than a legal level. Censorship, no matter how well-intended, is a step away from democracy. The next logical step would be censorship of books, radio, television and newspapers. The basic idea of censorship is workable in theory only. There are no perfect men and it would take a perfect man to administer censorship in the public interest."

Geraldine F. Enkel of Columbus noted "improvement" in the advertising of films, following the Dispatch editorial. But she expressed fears that objectionable ads would be back on the movie page.

"Parents can keep their children away from these movies but must they dissect the paper before allowing them to read it?" she asked.

Mrs. Golda May Edmonston, Republican city councilwoman, announced she will introduce a city film censorship ordinance in City Council in September.

Labs and Local 702 Talk

NEW YORK—Negotiations for a new contract to replace the one expiring on Sept. 30 will get under way here Tuesday between representatives of Motion Picture Laboratory Technicians Union, Local 702, IATSE, and the major film processing plants on the East coast.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 24 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September), it is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



SECTION TWO
VOL. 66, NO. 12
AUGUST 23, 1961

IMPORTANT

Data carried in this issue of REVIEWS as it pertains to the 1960-61 season, will not be carried in complete detail again. Subsequent issues will be compiled as of, and after the issue of Sept. 6, 1961, and will start the only complete reviewing record of the 1961-62 season in any motion picture trade paper. Additional data on the 1960-61 season will continue to be carried in REVIEWS until the record is completed.

Back issues of REVIEWS are available for purchase on request at The Exhibitor Bookshop.

MGM

Bridge To The Sun. (118)

DRAMA
113 MINS.

MGM

ESTIMATE: Drama of mixed marriage during war.

CAST: Carroll Baker, James Shigeta, James Yagi, Tetzuro Tamba, Kyoko Takshashi, Hiroshi Tomono, Yoshiko Hiromura, Sean Garrison, Ruth Masters, Lee Payant, Nori Elizabeth Hermann and Emi Flirence Hirsch. Produced by Jacques Bar; Directed by Etienne Perier.

STORY: Carroll Baker, a young girl from Tennessee, attends a party at the Japanese Embassey with her aunt. She meets one of the young diplomats, James Shigeta, goes out with him, and eventually marries him over objections from her aunt and of the Japanese Ambassador, who fears it may interfere with his career. Soon after war breaks out following Pearl Harbor and the Japs are sent home. He wants her to remain in the U.S. but she insists on going along. She goes through much as an American having only a few friends who feel as does Shigeta that peace should be sought by the Emperor who is asked to throw off the yoke of the war lords. She and their daughter have taken refuge in the country and eventually Shigeta has to go in hiding with the police ordered to place him under arrest. Peace finally does come in with it the news from his friend that Shigeta has a fatal illness. He sends Baker and their daughter home to her parents in Tennessee.

X-RAY: This drama of a mixed marriage, which would be a subject of deep interest in normal times, is heightened by its taking place during a period of strife and world conflict. The countries of husband and wife being at war makes for an unusual and conflict-laden situation. The story is made particularly believeable by the expert characterization of Carroll Baker and James Shigeta and by the sensitive direction and most realistic production values. Women may particularly "feel" for their counterpart on screen and this too could be a factor at the boxoffice. A sweeping and intelligent campaign can arouse curiosity which will be more than satisfied when the result is seen. The screenplay is by Charles Kaufman based on the autobiography "Bridge To The Sun" by Gwendolen Terasoki.

TIPS ON BIDDING: Higher bracket in some situations.

AD LINES: "A Wonderful International Love Story"; "Their Love Stood The Test of War, Famine and Violence."

20th-FOX

The Big Gamble.

COMEDY-DRAMA
100M.

20th Century Fox
(CinemaScope; Color by DeLuxe)

ESTIMATE: Interesting adventure comedy.

CAST: Stephen Boyd, Juliette Greco, David Wayne, Dame Sybil Thorndike, Gregory Ratoff, Harold Goldblatt, Philip O'Flynn, Maureen O'Dea, Mary Kean. Produced by Darryl F. Zanuck; Directed by Richard Fleischer.

STORY: When Stephen Boyd brings home bride Juliette Greco to meet his family in Ireland, she is apprehensive as to whether or not they will like her but her manner and appearance are pleasing to Dame Sybil Thorndike. When Boyd outlines a plan to establish a trucking concern on the Ivory Coast of Africa which would need financial backing from the family, it's Thorndike who succeeds in bullying the others into contributing. The one stipulation is that cousin David Wayne must accompany them to protect the investment. They purchase a 10-ton truck and are off. During the unloading, Wayne loses some precious customs clearance papers and an acquaintance of Greco's succeeds in clearing them through customs thus saving valuable time before the rains are due to hit. As Wayne becomes better acquaintainted with Greco, he falls in love with her admitting that this is his first association with a woman, never having been kissed before. Boyd buys 300 cases of beer figuring that he can sell them at a good profit once they reach the interior. They travel through the jungles and over mountains sometimes not sure whether or not they are on the right trail being helped by natives who clear the road of a huge fallen tree, etc. They come across Gregory Ratoff, an old African hand, who agrees to guide them for a price. They catch him stealing and send him packing. More breakdowns and a swollen river create further complications. The last part of the journey is made with Greco driving and with the brakes giving way. When the truck finally comes to a halt, they are at their destination and the future looks bright with Wayne having become a man and an asset in the partnership.

X-RAY: Much humour in dialogue and situation is to be found in this adventure-laden entry that is particularly attractive because much of it was filmed in Africa. The colorful settings are a good backdrop for the story that holds interest pretty much throughout and the suspenseful sequences that improve the yarn. The acting is expert and direction and production are good. If the reaction of a "sneak" preview audience is any guide then audiences should enjoy the tongue-in-cheek proceedings and it should make up well as part of the show. The original screenplay is by Irwin Shaw.

AD LINES: "High Adventure And Fun In The Wilds Of Africa"; "The Adventurous Trip That Made A Man Of A Mouse."

UNITED ARTISTS

Teenage Millionaire

MUSICAL COMEDY
84M.

(Ludlow)
(In color & black & white)

ESTIMATE: Rock 'n' roll entry mainly for the teeners.

CAST: Jimmy Clanton, Rocky Graziano, Zasu Pitts, Diane Jergens, Joan Tabor, Sid Gould, Maurice "Doberman" Gosfield, Eileen O'Neill. Produced by Howard B. Kreitsek. Directed by Lawrence F. Doheny.

STORY: Jimmy Clanton is labeled a teenage millionaire by the papers after his wealthy parents die in a plane crash and aunt Zasu Pitts hires ex-fighter Rocky Graziano to keep an eye on him and act as his bodyguard. Clanton's big hobby and form of relaxation is to listen to rock 'n' roll records. He is permitted to pick out the records for disc jockey shows broadcast over a station that was owned by his father and there he makes the acquaintance of Diane Jergens, who works in the record file department of the station and they become friendly. Graziano is suspicious that she might be after his money and he asks his girl, Joan Tabor, and his friend Maurice "Doberman" Gosfield to try and find out who she is etc. Clanton decides to cut a record of him singing one of his own tunes and he comes disguised for the taping session. The record is a hit and record company snoop Sid Gould tries to locate the singer and hopes to sign him to a contract. Clanton has to avoid this as the publicity would drive Pitts and the estate trustees out of their minds. Pitts orders the station sold when she finds out there is a chance of notoriety and also to separate him from Jergens. The latter finds out that Clanton is the recording artist and they have a fight. Things come to a head when Clanton gets his draft notice which means that after he does his hitch, he'll be close to twenty one and his own boss. Graziano and Pitts decide to throw him a farewell party and Clanton and Jergens are re-united with Jergens proving to be the daughter in an extremely wealthy family so she couldn't be after his money after all.

X-RAY: Over a score of rock 'n' roll numbers are presented in this program entry that should make teeners happy and adults squirm unless they, too, are addicted to this type of music. Among the artists seen performing their specialty in a color process known as "Musicolor" are Chubby Checker, Bill Black's Combo, Vicki Spencer, Dion, Marv Johnson, Jackie Wilson, and Jack Larsen. The balance of the film is in black and white with a wisp of a story presenting a frame for the music. The acting is fair as is the direction and production. Special exploitation campaigns directed at the teeners could boost the

returns on this entry. H. B. Gross wrote the screenplay.

AD LINES: "Fun For All Youngsters And For The Young In Heart"; "Top Rock 'n' Roll Personalities in A Fun-Packed Film".

You Have To Run Fast

MELODRAMA
71M.

(Harvard)

ESTIMATE: Lower Half filler.

CAST: Craig Hill, Elaine Edwards, Grant Richards, Shep Sanders, John Apone, Brad Trumbull, Ken Mayer, Willis Bouchey, Ric Marlow. Produced by Robert E. Kent. Directed by Edward L. Cahn.

STORY: When an injured detective is brought to the office of Dr. Craig Hill in the middle of the night by two men and he dies, Hill becomes involved in an underworld case which threatens his life. Especially since he is able to identify the men, gang boss Grant Richards and his henchman Ric Marlow. When the police can't seem to provide him with protection nor can they arrest Richards, Hill runs away changing his name and appearance. He takes a job as a clerk in a sporting goods store and he lives at a lodge owned by crippled Willis Bouchey and his daughter Elaine Edwards. Richards, hiding from the police, sends his Henchman Shep Sanders and John Apone, to look for Hill. They are uncertain as to whether Hill is the one they are seeking and Richards decides to personally oversee the operation. His plan to trap Hill falls through when a deputy sheriff, Brad Trumbull recognizes him and they shoot him. Hill drops his disguise in order to perform an emergency operation to save the officer's life. The operation is interrupted by the intrusion of the killers at which point sharp shooting Bouchey brings an end to Hill's running with some fancy gun play. Now he and Edwards can think about the future.

X-RAY: There are a few moments of suspense to be found in this entry that seems best suited to become a supporting feature on the program with a fair story, acting, direction and production. Its short running time makes it easy to manipulate. Orville H. Hampton wrote the screenplay.

AD LINES: "Killers On The Rampage After A Witness To A Killing"; "Thrills And Adventure As One Man Battles The Underworld."

The Young Doctors

DRAMA
100M.

United Artists
(Drexel-Miller-Turman)

ESTIMATE: Interesting drama of hospital lives and loves.

CAST: Fredric March, Ben Gazzara, Dick Clark, Ina Balin, Eddie Albert, Phyllis Love, Edward Andrews, Aline MacMahon, Arthur Hill, Rosemary Murphy, Bernard Hughes, Joseph Bova, George Segal, Matt Crowley, Dick Button, Dolph Sweet, Ella Smith, Nora Helen Spens. Produced by Stuart Miller and Lawrence Turman; directed by Phil Karlson.

STORY: Young pathologist Ben Gazzara is assigned to a hospital where the pathology department is run by veteran Dr. Fredric March. Things are not as up-to-date as they should be, and March resents the changes that are immediately made by Gazzara. Gazzara meets and is attracted to nurse Ina Balin. Meanwhile, interne Dick Clark and Wife Phyllis Love await the birth of their baby under the care of Dr. Eddie Albert. The RH factors in the parents' blood make strict care necessary, and tests are taken of the prospective mother to determine if she has sensitized blood. Gazzara suggests a series of three tests, but March insists that two are sufficient. Balin suffers from weakness in her leg, and X-rays show a tumor. If it is benign, there is nothing to fear. If it is malignant, her leg must be amputated. March rules that it is malignant, and Gazzara convinces Balin to go through with the amputation. Love's baby is born prematurely, and the fact that March didn't give one test becomes all-important as it is discovered late that the mother's blood was sensitized. The baby's blood is successfully exchanged. March is proven right as Balin's tumor is malignant and the amputation saves her life. The veteran pathologist realizes that the time has come for him to step aside to make way for new blood. He resigns, wishes Gazzara well, and leaves.

X-RAY: The hospital atmosphere with its sights and sounds is captured beautifully in this interesting drama of medical men, their lives and their loves. A good cast performs capably, with March and Gazzara outstanding and Dick Clark, teen-age idol, doing well to provide an extra selling angle. Capable direction and a literate screenplay maintain interest throughout. The accent is on drama, and the gals should find a few moments to sniffle at as illness complicates love. All in all, this shapes up as a good cast in a serious tribute to modern medicine. Screenplay is by Joseph Hayes. Dick Clark, national television personality, has an interest in the picture; and it is known that he will plug it on his program and also make public appearances in connection with it. Ina Balin previously seen in "From The Terrace", creates much interest not only in her beauty but acting as well. A new face worth remembering for future pictures.

TIP ON BIDDING: Better program rates.

AD LINES: "Young Doctors . . . Thirsty For Knowledge, Ready For Love"; "They Fought The War Against Pain . . . With Their Women By Their Sides."

WARNERS

World By Night.

NOVELTY
103M.

Warners
Technicolor
Technirama

ESTIMATE: Good variety show for the program.

CREDITS: Directed by Luigi Vanzi; Produced by Julia Film; Executive producers are Francesco Mazzei and Gianni Proia; Production manager is Antonio Altoviti; and director of photography is Tonino Delli Colli.

STORY: The color cameras drop into night clubs, theatres and other centers of entertainment in such cities as Amsterdam, Blackpool, Buenos Aires, Copenhagen, Hamburg, Hollywood, Hong Kong, Honolulu, Las Vegas, London, New York, Paris, Stockholm and Tokyo to catch such performers as strip teasers, the dancers known as the Bluebell Girls of Paris, the Tiller Girls of London, Hawaiian maidens performing the hula hula, the chorus line at Tokyo's "Queen Bee", singer Jean Morse, spirituals and blues in Harlem, showstoppers at Las Vegas and their audiences at the gambling devices, the Fraternity Brothers and Kerina, rock-n-roller Willi Harris, comedy musicians known as "The Nitwits"; excerpts from a Chinese opera in Hong Kong, a juggler known as Marco, Bob Williams and his highly-trained do-nothing dog and the whales and porpoises at Marineland in Hollywood.

X-RAY: Most of the numbers and personalities filmed and presented here do a good job in entertaining viewers and there's enough variety to certainly please most theatregoers with comedy, music, dancing, acrobatics, etc. being present in abundance. An English narration introduces the acts and the film emerges as a good candidate for the program being something a bit different. The fact that acts are filmed the world over is an added angle of interest and the use of color is another plus factor.

AD LINES: "The Best Of Show Business Is Presented On The Giant Screen For Your Entertainment"; "The Cameras Roam The World Catching Top Entertainers In Action."

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MISCELLANEOUS

Greyfriars Bobby.

DRAMA
91 MINS.

Buena Vista
(Technicolor)
(Filmed in Scotland)

ESTIMATE: Interesting tale of a dog.

CAST: Donald Crisp, Laurence Naismith, Alex Mackenzie, Kay Walsh, Duncan Macrae, Andrew Cruickshank, Gordon Jackson. Produced by Walt Disney. Associate producer, Hugh Atwooll; directed by Don Chaffey.

STORY: In the hills near Edinburgh a hundred years ago, a little terrier named Bobby grows up devoted only to old shepherd Alexander Mackenzie, who works for farmer Gordon Jackson. When he loses his job because he is too old and infirm to work, the dog follows him into Edinburgh where he finds him lying exhausted beneath a cart in the rain. The dog summons innkeeper Laurence Naismith, where the shepherd used to eat when he was in town and he feeds him and leaves to fetch a doctor. Mackenzie fearful of being put into a hospital, disappears into the night with the dog. He dies in his sleep in a miserable lodging house and is buried in the Greyfriars churchyard where Bobby goes every night. After vainly attempting to keep him out, caretaker Donald Crisp gradually warms to the devoted animal and even tries to give him a home in his cottage. Naismith feeds him and tries to get him to stay with him. The youngsters of the area are also fond of the animal and they play with him during the day. A policeman decides to summon Naismith into court for refusing to pay for a license for the animal and Naismith declares that he is not the legal owner and he refuses to pay for the license as a matter of principle. When Crisp and his wife realize that the dog's life is at stake, they offer to pay for the license but Naismith objects. The youngsters of the area also take up a collection and they too arrive at court with an offer to pay for the license. The chief justice, Andrew Cruickshank, decides on view of the obvious affection of all for the dog that he shall belong to none and yet to all by being given the freedom of the city and puts on him a collar so inscribed. The remainder of his years are spent with the people he likes and nights he spends atop the mound beneath which his shepherd is buried.

X-RAY: This starts out at a leisurely pace and picks up in speed and interest as the small dog receives the love and respect of more and more people around him as well as generating much worry about his welfare. As the humans come under the spell of the talented animal, a feeling of warmth makes itself felt and the stirring climax could have many people dabbing at their eyes. The film has something of interest for young and old alike. Once a campaign gets under way, the entry could become another Disney success. The acting, direction and production are good while the rough, rugged and attractive scenery of Scotland comes off very well in Technicolor. The screenplay is by Robert Westerby based on the story by Eleanor Atkinson. It should work out fine as part of the show.

TIPS ON BIDDING: Higher program rates.

AD LINES: "A Wonderful Story Of A Dog And The Humans Around Him"; "An International Literary classic Brought To The Screen As Wonderful And Heartwarming Entertainment."

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FOREIGN

Double Bunk

COMEDY
92M.

Show Corp. of America
(British-made)

ESTIMATE: Extremely funny situation comedy.

CAST: Ian Carmichael, Janette Scott, Sidney James, Liz Fraser, Dennis Price. Written and directed by C. M. Pennington-Richards; produced by George H. Brown.

STORY: Ian Carmichael and Janette Scott are to be wed, providing they find a place in which to live. Short of income, they decide to buy a dilapidated houseboat, which proves to be in worse condition than they had anticipated. Immediately following the slapstick occupancy of their boat, the owner of the mooring, Dennis Price, informs them that their rent is raised. Price then goes on to jest about their wreck of a home. On their wedding night, a rainstorm causes them to abandon bed for basins to catch the leaking waters. Carmichael's friend Sid James suggests that the new husband take his wife on a weekend cruise for a "second honeymoon," via houseboat and little expense. Carmichael is convinced and hilariously proceeds to convince his ever-reluctant young wife. They prepare to leave for the weekend and James shows up with blond stripper Liz Fraser, who is to be his date. Leaving the mooring, the weekend sailors give the old boat full steam ahead to the dismay of a local sailing club. Their backwash disturbs fishermen and their wake plays havoc with the sailboat races, causing prominant yachtsmen to overturn. Heading for a spot only a few miles up the Thames, the amateur crew gets lost in a dense fog, finally spotting ground after many hours of fearful travel—France. As they dock their houseboat, the French port authorities come aboard, and, finding no passports among the four, gives them twelve hours to clear port. They are also restricted to their boat. With no food and no fuel, the four begin to quarrel among themselves. Meanwhile, Dennis Price, in his sleek yacht, docks next to them with a party of men he has taken to France for a weekend cruise. Stranded, Liz Fraser, who must return to work Monday a.m. catches the wolfish attention of Price and accepts a ride back to England. In payment for the lift, she agrees to do her act for the bachelor party. While she entertains the men, Carmichael and James steal food and fuel. A fight begins at the party and she returns to the houseboat. Still incompetant to sea navigation, the foursome decide to follow Price back to England. Seizing the opportunity for sport, Price offers to race them back and they accept. The captain of Price's superior yacht gets drunk and heads in the wrong direction. They are almost assured of victory when the error is discovered and Price takes the lead, causing a terrific backwash for local boaters. Price runs into the same sailing club, and, trying to avoid smashing the small boats, runs aground, Carmichael and crew win the race, only to quickly sell their battered houseboat—at a profit.

X-RAY: Once again the subtle British humour, mixed well with muted slapstick, has created an extremely funny film. The dialogue is good and the acting is very competent. The rapid-fire situations are more than amusing; they are fresh and wonderfully funny. This looks like another winner in the "Carry On" series tradition.

AD LINES: "Four Amateur Sailors On A Hilarious Houseboat," "Newlyweds On A Rollicking Second Honeymoon."

Fate Of A Man

DRAMA
101M.

Lopert
(Russian-made)
(English titles)

ESTIMATE: Well-made war film for art houses.

CAST: Sergei Bondarchuck, Pavlik Boriskin, Zoya Kirienko, Pavel Volkov, Y. Averin, K. Alekseyev. Produced and directed by Sergei Bondarchuck.

STORY: While waiting for a boat to carry them across the river, Sergei Bondarchuck tells an old man the story of his life, how he met and married Zoya Kirienko. Life is good to him and soon his family includes two girls and a boy. When World War II comes, he leaves his family to join the army. When his truck is bombed, he is wounded and taken prisoner by the Nazis. As a prisoner of war, he goes through some nightmarish experiences. While other prisoners perish, he manages to survive with the thought that he will rejoin his family. He tries to escape and stays away for several days but is recaptured. In one camp, his muttered complaints are overheard, and he is taken before the commandant, who before executing him offers him a final drink. He refuses to drink to the Germans and is also not easily overcome by a large amount of liquor. This impresses the commandant and he sends him back to his quarters. In time he is assigned to drive a Nazi major, and he again tries to escape and is successful, bringing the major, secret documents, and the car with him across the battlefield to the Russian lines. Going home, he finds that his wife and two daughters have been killed, and his son is a captain in charge of a front-line artillery post. On the day of surrender, even his son is taken from him. Discharged from the army, he avoids going to his home town and memories. Instead, he finds a job as a truck driver and one day meets a little boy wandering about town alone. They take to each other, both orphans. He and the boy continue on their way.

X-RAY: Interesting and well-done, this tale of a Russian soldier who goes through the hell of war and then returns to find his family killed, holds audience attention throughout. The performance by Sergei Bondarchuck, who also directed and produced, is very good. Art house followers should find this import rewarding. The original story is by Mikhail Sholokov. Incidentally, the wartime sequences and production values are quite realistic.

AD LINES: "An Unusual And Realistic Story Of A Man In War"; "Action And Drama In A Story That Will Long Be Remembered."

Leda

DRAMA
101M.

Times
(French-made)
(English titles)
(EastmanColor)

ESTIMATE: Fair import.

CAST: Madeline Robinson, Antonella Lualdi, Jean-Paul Belmondo, Jacques Dacqmine, Jeanne Valerie, Andre Jocelyn, Bernadette LaFont. Directed by Claude Chabrol; produced by Robert and Raymond Hakim.

STORY: In a house in the beautiful French countryside lives Jacques Dacqmine and family. He seeks escape from his wife, Madeline Robinson, whom he hasn't loved for some time, and he turns his romantic attentions to Antonella Lualdi, who has a home next door. His daughter, Jeanne Valerie, is engaged to irresponsible Jean Paul Belmondo despite Robinson's objections. The son, Andre Jocelyn, takes refuge in a world of music to shut out the tensions of his parents, and once in a while he likes to make a pass at the maid. When the family seems about to be split up by Lualdi, she is found murdered. Belmondo gets Jocelyn to admit that he did it, and he decides to go to the police to tell his story.

X-RAY: The plot here seems to get a bit involved as the footage unreels, but performances are good, the color work by the camera is impressive, and direction and production are fair. Where art and specialty house audiences are willing to attend to see the countryside and some of the characterizations, the booking will suffice. Otherwise, it's just a fair French entry aided by the use of color. The screenplay is based on the novel by Stanley Ellin.

AD LINES: "She was A Girl Who Knew Her Way Around Men"; "Murder Was The Order of the Day."

The Long And The Short And The Tall

DRAMA
102M.

Continental
(English-made)

CAST: Richard Todd, Laurence Harvey, Richard Harris, Ronald Fraser, John Meillon, John Rees, David McCallum, Kenji Takaki. A Michael Balcon production; directed by Leslie Norman.

STORY: Sergeant Richard Todd is in command of a patrol deep in Japanese held jungle territory for the purpose of waging war which involves the use of sound decoys. The men, including Richard Harris and Ronald Fraser, are scornful of Todd as a leader, he having been demoted for having lost a patrol earlier in the campaign. The privates are Laurence Harvey, John Meillon, John Rees and David McCallum. While sweating out a storm in an abandoned mine, a Japanese scout, Kenji Takaki, stumbles on their hideout and is captured. Todd orders the prisoner killed; but none of the men can bring himself to do it. A rockslide cuts off the patrol's only escape route; and the men enraged by evidence of Takaki's looting are about to kill him when David McCallum finally does. The noise of the firing carries to the Japs; and after a brief battle the entire patrol is wiped out with the exception of Harris, who surrenders and McCallum, who is captured. The Japs find Takaki's water bottle on McCallum. They become angry, threaten him, and another vicious circle of misunderstanding begins anew.

X-RAY: This intelligently made English-Jap war meller spots some excellent acting from an all-male cast featuring some top British names. With screenplay by Wolf Mankowitz, adapted from a stage play by Willis Hall, this is slow-moving at times with hardly anything new offered in the way of plot. There is a profusion of hardly necessary profanity and hardly any comedy relief. The imitation studio jungle shots are also apparant, also, and the lack of women in the cast will hurt. As part of a lower half programmer, this will, however, get by nicely, particularly in spots that have been playing English-made films.

AD LINES: "Further Proof That War Is Hell"; "Some Enemies May Find Understanding At Long Last."

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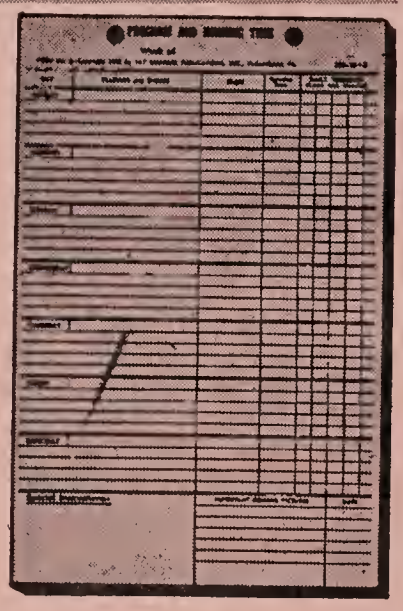
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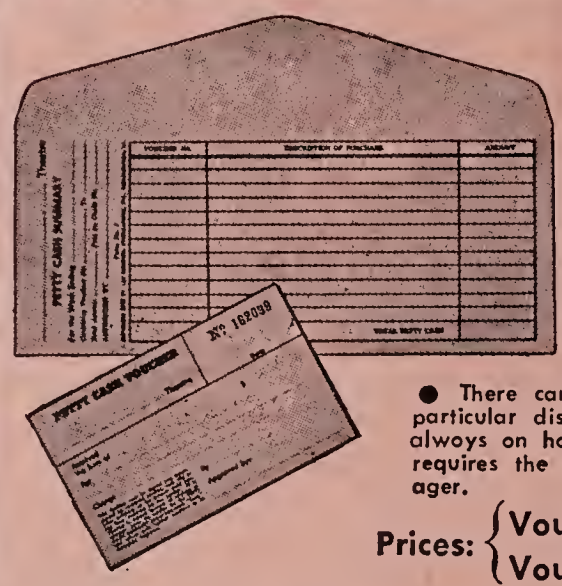
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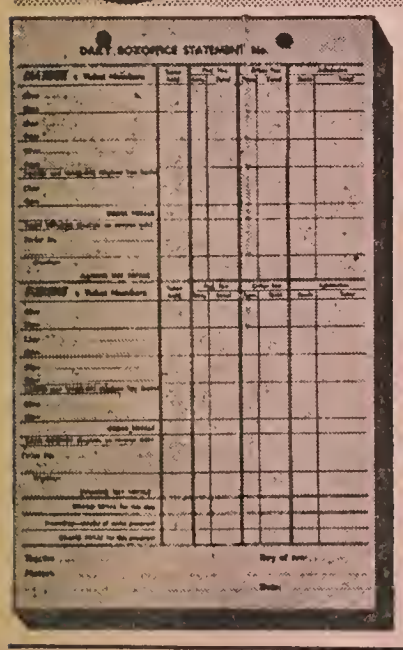
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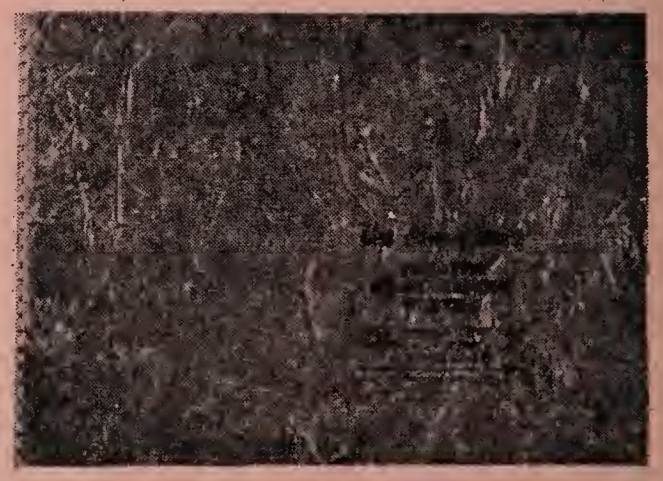
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PLUS SERVICE No. 6

THE *"At-a-Glance"* BOOKKEEPING BOOK
—specially designed by a leading theatre specializing C.P.A. authority.



● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.

Price: $1.75 per book (Sufficient for 52 weeks)

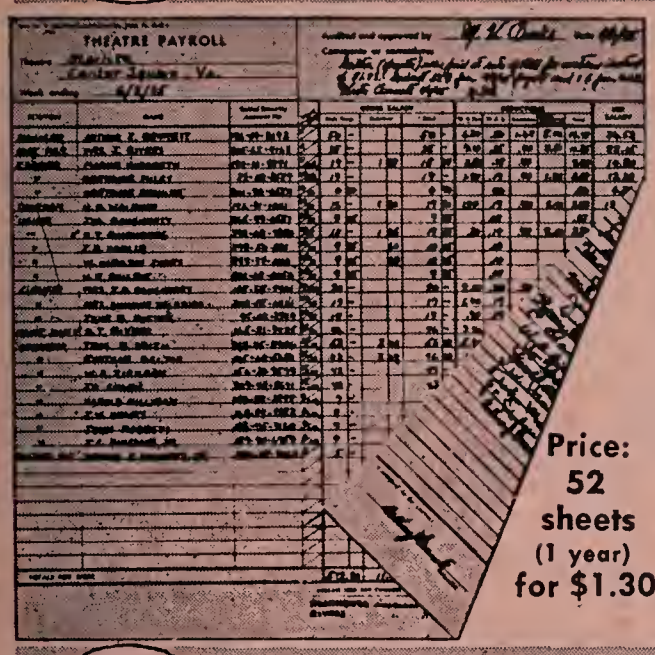
DESIGNED...PRODUCED...WAREHOUSED...and DELIVERED.. that is frankly restricted to current THEATRE SUBSCRIBERS

• for EVERY THEATRE OPERATING NEED:

PLUS SERVICE No. 7

Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.



Price: 52 sheets (1 year) for $1.30

● This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.

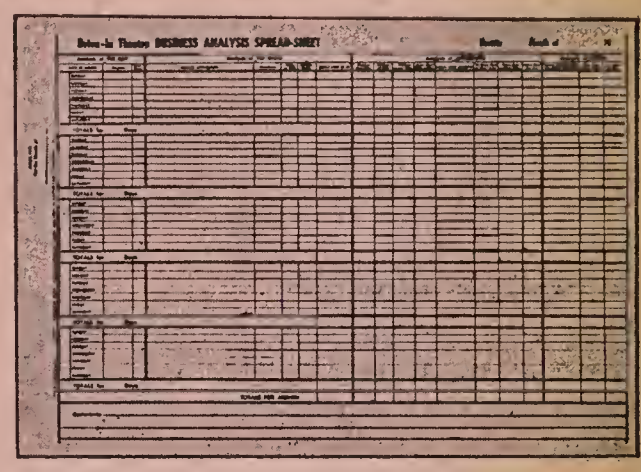
● Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permonent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totols of salaries, deductions, raises, etc.

One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS SERVICE No. 9A

Monthly *Drive-In* BUSINESS ANALYSIS

—a contrast study of ALL Outdoor Theatre income and film costs.



● There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attroction complete with costs; (3) The totol admissions by car and by patron; and (4) The confection sales by car and by patron.

● At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month of the following year, your headway or shortcomings are obvious.

● Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

PLUS SERVICE No. 8

SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

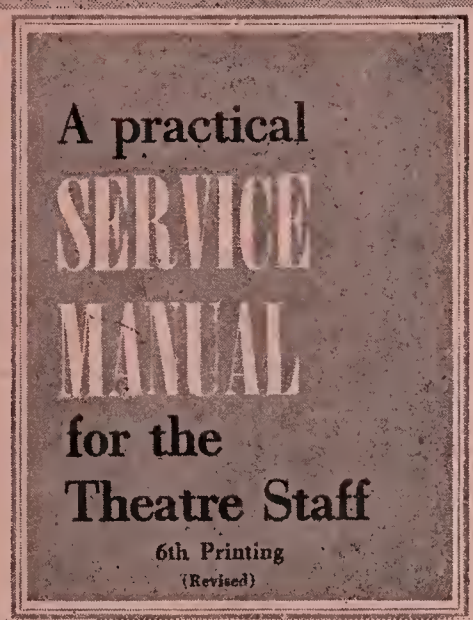
LATEST REVISION also includes the additional data necessary to DRIVE-IN THEATRES!

● Of inestimoble value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.

● This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.

● It also pictures a system of Usher's hand signals for designoting empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

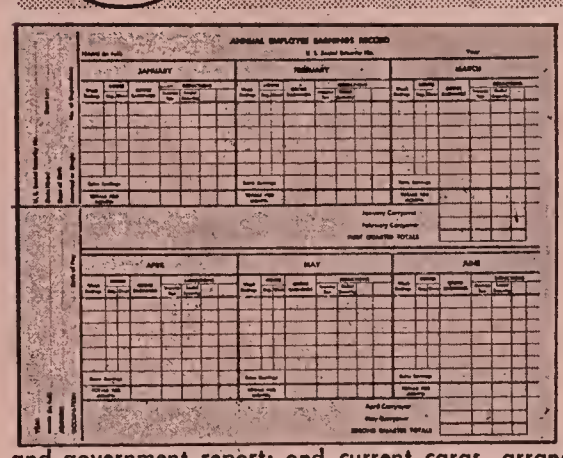
Price: 10c each



PLUS SERVICE No. 10

Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.



● Uncle Sam requires thot you keep careful, permanent records of all employee earnings and of all tax or other deductions, under penalty of fine or imprisonment. Here is the most simple theatre method. With ushers and other low-paid help, turnover is frequent so a salary book is inconvenient and bulky. Under this EXHIBITOR system, one 8½ x 11 inch index card suffices for any one employee for one year, and eoch year is an entity in itself. The card of a fired or quit employee is set aside for tax return and government report; ond current caras, arranged alphabetically constitute the only working set.

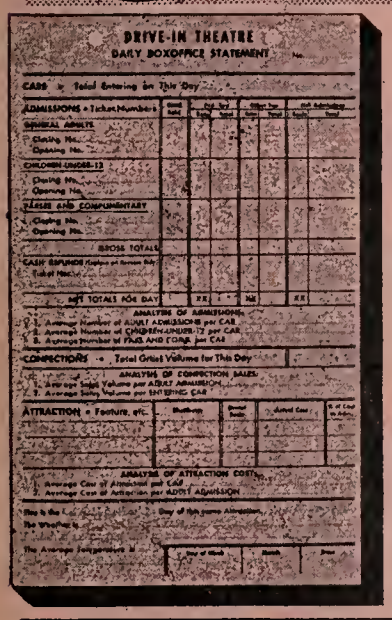
● Here is a time-saving, accurate system you'll rave about!

Price: 40c for 12 cards

PLUS SERVICE No. 9

Drive-In Theatre Boxoffice Statements

—specially designed exclusively for the use of Outdoor Theatremen.



● A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attroctions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.

● All on a handy 5½ x 9 inch sheet punched for filing in a post or ring binder and padded 50 to the pad.

● Here is a professionol form never before designed for drive-In operation.

Price: 30c per pad

PLUS SERVICE No. 11

Special BINDERS and CASES

—designed for the storage and carrying of some of these forms.

Service-Kit BRIEF CASE (a)

● A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

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● A small, genuine pig-skin, zipper enclosed briefcase equipped with 6-ring binder designed to hold the 3¾ x 6¾ Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's bookings.

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MOTION PICTURE EXHIBITOR
317 N. Broad St., Phila. 7, Pa.

1960-1961 FILM SEASON

ANNUAL INDEX

Published annually at the close of each 12-month Film Season, this easily saveable service provides subscribers to MOTION PICTURE EXHIBITOR with a complete annual reference record to all Features and Shorts: (a) by DISTRIBUTION SOURCE, (b) by ALPHABET, (c) by PRODUCTION NUMBER, (d) by RELEASE DATE, and (e) with complete data on RUNNING TIME, REVIEW DATE, Pink REVIEWS page number, LEGION OF DECENCY CLASSIFICATION, CAST, REVIEWER'S ESTIMATE, etc. Where complete individual REVIEWS sections for the preceding 12 months HAVE been saved, this ANNUAL INDEX serves as the final annual installment and complete annual Index. This ANNUAL INDEX should be saved as a record of the complete 12-month Season, even though individual REVIEWS sections through the year may not have been saved.

Please address all inquiries or suggestions relative to this service feature to the Editor of MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.



AUGUST 23, 1961 SECTION TWO
VOL. 66, NO. 12

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Color
MC—MetroColor
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Totalscope
VV—VistaVision
C—Other color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6105 **ANGEL BABY**—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film introduces new star
6109 **ARMORED COMMAND**—D-99m.—Howard Keel, Tina Louise—4845 (8-9-61)—Interesting war drama has angles
6108 **BRAINWASHED**—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—German-made; English dialogue.
BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles.
6009 **CALTIKI, THE IMMORTAL MONSTER**—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the duallers
6106 **DAVID AND GOLIATH**—SP-95m.—(EC; TotalScope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle should prove saleable—Italian-made—dubbed in English.
6102 **DONDI**—CD—100 m.—David Kory, David Janssen, Patti Page—4845 (8-9-61)—Fair programmer
6016 **HEROD THE GREAT**—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made spectacle—Italian-made; dubbed in English
6014 **HEROES DIE YOUNG**—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war meller
6107 **KING OF THE ROARING 20's**—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a notorious gambler.
6101 **LOOK IN ANY WINDOW**—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploitable angles
6103 **OPERATION EICHMANN**—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama
6008 **PLUNDERERS, THE**—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans
6006 **RAYMIE**—D-73m.—David Ladd, Julie Adams, John Agar—4757 (10-12-60)—Programmer for family trade
6013 **SERENGETI SHALL NOT DIE**—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grizimek—4789 (2-8-61)—Good documentary on Africa
6003 **SEX KITTENS GO TO COLLEGE**—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower half
6010 **TORMENTED**—MD-75m.—Richard Carlsen, Juli Reding—4773 (12-7-60)—For the lower half
6015 **UNFAITHFULS, THE**—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

May **TIME BOMB**—Curt Jurgens, Mylene Demongeot
Aug. **TWENTY PLUS TWO**—David Janssen, Jeanne Crain, Dina Merrill

COMING

BIG WAVE, THE—Seesue Hayakawa—Japanese-Made
BILLY BUDD—Robert Ryan, Peter Ustinov
BLOODY BROOD—Barbara Lord, Jaok Bett
HITLER—Richard Basehart, Maria Emo
GEORGE RAFT STORY, THE—Ray Danton, Jayne Mansfield, Julie London

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

ALAKAZAM THE GREAT—CAR. 84m.—(C; Matiscope)—Voices of Frankie Avalon, Dodie Stevens, Jonathan Winters—4841 (7-26-61)—Amusing and entertaining cartoon—Japanese-made; English dialogue
506 **AMAZING TRANSPARENT MAN, THE**—MD-60m.—Marguerite Chapman, Douglas Kennedy—4749 (9-14-60)—Lower half science fiction
606 **BEWARE OF CHILDREN**—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English
602 **BLACK SUNDAY**—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—Dubbed in English
509 **GOLIATH AND THE DRAGON**—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should do okay when actively sold—Italian-made; dubbed in English
601 **HAND, THE**—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England
604 **HOUSE OF FRIGHT**—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English
508 **JOURNEY TO THE LOST CITY**—MD-95m.(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the program
603 **KONGA**—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English
607 **MASTER OF THE WORLD**—SFD-104m.—(Magna Color; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—Well-made, interesting science fiction entry
PIT AND THE PENDULUM, THE—D-85m.—(C; CS)—Vincent Price, John Kerr, Barbara Steele—4845 (8-9-61)—Well-made horror drama
507 **PORTRAIT OF A SINNER**—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in particular—English

TO BE REVIEWED

LOST BATTALION—Leopold Salcedo, Diane Jergens
OPERATION CAMEL—Nora Hayden, Louis Renard
PROFESSIONALS, THE—William Lucas
REPTILICUS—(C)—Bodil Miller

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Absent-Minded Professor, The	A1	Misc.
Ada	A3	MGM
Adventure, The		For.
After Mein Kampf		For.
Alakazam, The Great		A-I
Alamo	A1	UA
All Hands On Deck	A1	Fox
All In A Night's Work	A3	Par.
Amazing Transparent Man	A1	A-I
Angel Baby		AA
Angel Wore Red, The	A3	MGM
Angry Silence, The	A3	For.
Anna's Sin	A3	Fro.
Armored Command		AA
•As The Sea Rages	A2	Col.
Atlantis, The Lost Continent	A2	MGM
Atlas		Misc.

PLEASE NOTE . . .

This ANNUAL INDEX, containing complete reference data on *all Features and Shorts reviewed between the first issue of September, 1960 and this last issue of August, 1961* (1960-61 SEASON), serves as a final compendium of all review information. Those who consecutively save the pink REVIEWS sections should add it to their permanent files. Those who do not save the regular sections *should save this one* as a quick reference to the complete season's product.

This ANNUAL INDEX is a useful service found only in the "theatre-wise" methods followed by MOTION PICTURE EXHIBITOR.

THE EDITORIAL STAFF

B

•Bachelor In Paradise		MGM
•Bachelor Flat		Fox
•Back Street		U-I
Ballad Of A Soldier	A2	For.
Barefoot Mailman, The—RE	A1	Col.
Battle At Bloody Beach	A2	Fox
Belles And Ballets		For.
Beware Of Children	A2	A-I
Big Deal On Madonna Street, The	A3	For.
Big Gamble, The	A1	Fox
•Big Wave, The		AA
Big Show, The	B	Fox
•Billy Budd		AA
Bimbo The Great	B	WB
•Bird Man Of Alcatraz, The		UA
Black Sunday	A2	A-I
Blast Of Silence	A3	U-I
•Blood and Roses	B	Par.
•Bloody Brood		AA
•Blue Hawaii		Par.
Blueprint For Robbery	A2	Par.
Born Yesterday—RE	B	Col.
•Boy Who Found $100,000	A1	UA
Boy Who Stole A Million, The	A1	Par.
Brainwashed	A2	AA
•Breakfast At Tiffany's	A3	Par.
Breath of Scandal, A	B	Par.
Breathless	C	For.
Bridge, The	A2	AA
Bridge To The Sun		MGM
Butterfield 8	B	MGM
By Love Possessed	A3	UA

C

Caltiki, The Immortal Monster		AA
Canadians, The	A2	Fox
•Cape Fear		U-I
Career Girls On A Naked Holiday		Misc.
Carthage In Flames	B	Col.
•Cat Burglar, The	A2	UA
Cheaters, The		For.
Cimarron	A1	MGM
Cinderella	A1	Par.
Circle of Deception	SP	Fox
•Claudelle Inglish		WB
•Cleopatra		Fox
Code Of Silence		Misc.
College Confidential	A3	U-I
•Colossus Of Rhodes, The		MGM
Come Dance With Me	C	For
Come September	A3	U-I
•Commancheros, The		Fox
Confess, Dr. Corda		For.
Cool Wind In August, A	C	Misc.
•Couch, The		WB
•Counterfeit Traitor, The		Par.
Cow And I, The	A2	For.
Crowded Sky, The	A3	WB
Crowning Experience, The	SP	Misc.
Cry Freedom		For.
Cry For Happy	B	Col.
Curse Of The Werewolf	B	U-I

D

Dark At The Top Of The Stairs, The	A3	WB
David and Goliath	A1	AA
Days Of Thrills And Laughter	A1	Fox
Dead One, The		Misc.
Deadly Companions, The	A2	Misc.
Desert Attack	A1	Fox
Desire In The Dust	B	Fox
•Devil At 4 O'clock, The		Col.
Devil's Commandment, The		For.
Dog, A Mouse and A Sputnick, A		For.
Dondi	A1	AA
Don Quixote—USSR	A2	MGM
•Double Bunk		For.
•Double Trouble		Fox
Dr. Blood's Coffin	A2	UA

E

Elephant Walk—RE	A2	Par.
End of Innocence	A3	For.
Entertainer, The	B	For.
•Errand Boy, The		Par.
•Escape From Zahrain		Par.
Esther And The King	B	Fox
•Everything's Ducky		Col.
Exodus	A3	UA

F

Fabulous World of Jules Verne	A1	WB
Facts Of Life, The	A3	UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

508 **AS THE SEA RAGES**—D-74m.—Maria Scheli, Cliff Robertson, Cameron Mitchell—4733 (8-31-60)—Mostly suitable for art spots—Filmed abroad

449-R **BAREFOOT, MAILMAN, THE**—MD-83m.—(SuperCinecolor)—Robert Cummings, Terry Moore—4753 (9-28-60)—Interesting program for duallers—Reissue

BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue

CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed in English—Italian-made

529 **CRY FOR HAPPY**—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles

507 **FAST AND SEXY**—(TE; TC)-98m.—Gina Lollobrigida, Dale Robertson—4733 (8-31-60)—Good comedy loaded with Gina's curves

539 **FIVE GOLDEN HOURS**—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made in England

601 **GIDGET GOES HAWAIIAN**—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program

603 **GUNS OF NAVARONE, THE**—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed Abroad

523 **HAND IN HAND**—D-75m.—Loretta Parry, Philip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English

516 **HELL IS A CITY**—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for the program—England

540 **HOMICIDAL**—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick

612 **I AIM AT THE STARS**—BIOD-107m.—Curt Jurgens, Victoria Shaw—4750 (9-14-60)—Timely, controversial biopic can be exploited

519 **JAZZ BOAT**—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English

513 **LET NO MAN WRITE MY EPITAPH**—D-106m.—Burl Ives, Shelley Winters—4753 (9-28-60)—Unpleasant but gripping drama has angles

LOSS OF INNOCENCE—D-99m.—(EC)—Kenneth More, Danielle Darrieux—4845 (8-9-61)—Interesting adult drama—English

534 **MAD DOG COLL**—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program

MEIN KAMPF—DOC.-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating

541 **MOST DANGEROUS MAN ALIVE**—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half

510-R **ON THE WATERFRONT**—MD-108m.—Marlon Brando, Eva Marie Saint—4733 (8-31-60)—Rugged meller is one of the best—Reissue

527 **PASSPORT TO CHINA**—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half

520 **PEPE**—C-157m.—(Panavision-CS-TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining

PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue

518 **PLEASE TURN OVER**—C-86m.—Ted Ray, Jean Kent—4757 (10-12-60)—Plenty of laughs in cute comedy—England

533 **RAISIN IN THE SUN, A**—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high

SCREAM OF FEAR—MD-81m.—Susan Strasberg, Ronald Lewis—Good suspense entry—4846 (8-9-61)—English

SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue

535 **STOP ME BEFORE I KILL**—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made

514 **SURPRISE PACKAGE**—C-100m.—Yul Brynner, Mitzi Gaynor—4757 (10-12-60)—Entertaining comedy

522 **SWORD OF SHERWOOD FORREST**—MD-80m.—(EC; Megascope)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—English

530 **TERROR OF THE TONGS**—MD-80m.—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made

THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal

602 **TWO RODE TOGETHER**—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good selling angles

TWINKLE AND SHINE (It Happened To Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue

525 **UNDERWORLD, U. S. A.**—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program

WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy

524 **WARRIOR EMPRESS, THE**—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—(6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed in English

509-R **WILD ONE, THE**—MD-80m.—Marlon Brando, Mary Murphy—4733 (8-31-60)—Rugged meller lends itself to exploitation—Reissu

COMING FEATURES IN ORDER OF RELEASE

Aug. **MYSTERIOUS ISLAND**—(Super-Dynamation; C)—Michael Craig, Joan Greenwood
Sept. **DEVIL AT 4 O'CLOCK, THE**—(CS; C)—Spencer Tracy, Frank Sinatra, Barbara Luna
Oct. **WEEKEND WITH LULU**—Leslie Phillips, Robert Monkhouse
Oct. **EVERYTHING'S DUCKY**—Mickey Rooney, Buddy Hackett

COMING

FURY OF THE BARBARIANS—(C)—Edmund Purdom
PLAY IT COOL—Anthony Newley, Anne Aubrey
QUEEN OF THE PIRATES—Gianna Maria Canale—Super Cinescope—Italian made
3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKeever
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

ADA—D-108m.—(CS; MC)—Susan Hayward, Dean Martin—4841 (7-26-61)—Interesting drama on Southern people and politics

101 **ANGEL WORE RED, THE**—D-99m.—Ava Gardner, Dirk Bogarde, Joseph Cotten—4733 (8-31-60)—Sell the names for best results

113 **ATLANTIS, THE LOST CONTINENT**—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry

106 **BUTTERFIELD 8**—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems headed for better business

108 **CIMARRON-WSP**—147m.—(CS; MC)—Glenn Ford, Maria Schell, Anne Baxter—4774 (12-7-60)—Highly entertaining entry

DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film

114 **GONE WITH THE WIND**—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue

111 **GO NAKED IN THE WORLD**—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences

105 **GORGO**—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England

116 **GREEN HELMET, THE**—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English

122 **HONEYMOON MACHINE, THE**—C-100m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy

103 **KEY WITNESS**—MD-81m.—(CS)—Jeffrey Hunter, Pat Crowley—4750 (9-14-60)—Very good juvenile delinquency meller

107 **MAGIC BOY**—CAR-75m.—(Magicolor)—Toei Production—4846 (8-9-61)—Colorful Japanese cartoon should appeal to youngsters—English dialogue

120 **MORGAN THE PIRATE**—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (5-17-61)—Very good actionful, slam-bang swashbuckler—Made in Italy

119 **RING OF FIRE**—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller

115 **SECRET PARTNER, THE**—MD-91m.—Stewart Granger, Haya Hararеet—4797 (3-8-61)—Good mystery—English

123 **THIEF OF BAGHDAD**—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for kids and young in heart—Italian made; dubbed in English

121 **SECRET OF MONTE CRISTO, THE**—MD-80m.—(EC; Dyaliscope)—Rory Calhoun, Patricia Bredin—4846 (8-9-61)—Swashbuckler for the program—Italian

117 **TWO LOVES**—D-100m.—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help

109 **VILLAGE OF THE DAMNED**—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England

110 **WHERE THE BOYS ARE**—C-99m.—(CS; MC)—Dolores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters

104 **WHERE THE HOT WIND BLOWS**—D-120m.—Gina Lollobrigida, Pierre Brasseur—4757 (10-12-60)—Strong sell, names will boost satisfactory import—French-Italian made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

Oct. **INVASION QUARTET**—Bill Travers, Gregoire Aslan
Nov. **COLOSSUS OF RHODES, THE**—(CS; C)—Rory Calhoun, Lea Massari
Dec. **BACHELOR IN PARADISE**—(CS; MC)—Bob Hope, Lana Turner

COMING

FOUR HORSEMEN OF THE APOCALYPSE—(CS; C)—Glenn Ford, Ingrid Thulin
HOW THE WEST WAS WON—(Cinerama)—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Siobhan McKenna
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT IN THE PIAZZA, THE—(MC; CS)—Olivia DeHavilland, Rossano Brazzi
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision, C)—Marlon Brando, Trevor Howard
SWORDSMAN OF SIENNA—Stewart Granger
TARTARS, THE—(CS; C)—Victor Mature, Orson Welles
THUNDER OF DRUMS, A—(MC; CS)—Richard Boone, George Hamilton
VERY PRIVATE AFFAIR, A—(MC)—Brigitte Bardot, Marcello Mastroianni
WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 ALL IN A NIGHT'S WORK—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
6009 BLUEPRINT FOR ROBBERY—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
3001 BOY WHO STOLE A MILLION, THE—MD-64m.—Maurice Reyna, Virgillo Texera, Marianne Benet—4753 (9-28-60)—Good program entry for family—Filmed in Spain
6006 BREATH OF SCANDAL, A—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has angles, names
6007 CINDERFELLA—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
R6011 ELEPHANT WALK—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention——Reissue
6013 FOXHOLE IN CAIRO—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
6005 G. I. BLUES—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
6015 LADIES MAN, THE—C-96m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
6018 LOVE IN A GOLDFISH BOWL—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
R6012 NAKED JUNGLE, THE—MD-95m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
6016 ON THE DOUBLE—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter)—4819 (5-17-61)—Very funny Danny Kaye vehicle
6014 ONE-EYED JACKS—W-141m—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
6017 PLEASURE OF HIS COMPANY, THE—C-114m.—(TC)—Fred Astaire, Debbie Reynolds)—4819 (5-17-61)—Cute, entertaining and sophisticated
6004 SAVAGE INNOCENTS, THE—D-110m.—(Technirama 70; TC)—Anthony Quinn, Yoko Tani—4758 (10-12-60)—Excellent educational subject with brilliant photography
6002 UNDER TEN FLAGS—D-92m.—Van Heflin, Mylene Demongeot, Charles Laughton—4734 (8-31-60)—Highly interesting yarn of "humane" warfare
6008 WORLD OF SUZIE WONG, THE—D-129m.(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

Sept. BLOOD AND ROSES—(TE; TC)—Mel Ferrer, Annette Vadim
Sept. MAN-TRAP—Jeffrey Hunter, Stella Stevens
Oct. BREAKFAST AT TIFFANY'S—(TC)—Audrey Hepburn, George Peppard
Nov. BLUE HAWAII—(TC)—Elvis Presley, Joan Blackman

COMING

SUMMER AND SMOKE—(TC)—Laurence Harvey, Geraldine Page
ERRAND BOY, THE—Jerry Lewis
COUNTERFEIT TRAITOR—(TC)—William Holden, Lilli Palmer
HATARI—(TC)—John Wayne, Red Buttons
IRON MEN, THE—Sidney Poitier, Claudia Cardinale
MY GEISHA—(TC; Panavision)—Shirley MacLaine, Yves Montand
ESCAPE FROM ZAHRAIN—(TC; Panavision)—Yul Brynner, Sal Mineo
GIRL NAMED TAMIKO, A—(TC; Panavision)—Laurence Harvey, France Nuyen
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
TOO LATE BLUES—Bobby Darin, Stella Stevens
WHO'S GOT THE ACTION—(TC)—Dean Martin, Lana Turner

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 ALL HANDS ON DECK—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
128 BATTLE AT BLOODY BEACH—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
120 BIG SHOW, THE—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
102 CANADIANS, THE—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
111 CIRCLE OF DECEPTION—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
114 DAYS OF THRILLS AND LAUGHTER—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
046 DESIRE IN THE DUST—D-102m.—(CS)—Raymond Burr, Martha Hyer—4753 (9-28-60)—Interesting drama of small Southern town
053 DESERT ATTACK—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
110 FERRY TO HONG KONG—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
057 ESTHER AND THE KING—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
120 FIERCEST HEART, THE—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell.
056 FLAMING STAR—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
FRANCIS OF ASSISI—D-105m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting religious drama
043 FRECKLES—D-84m.—(CS; DC)—Martin West, Carol Christenson—4754 (9-28-60)—Okay entry for the program
039 GODDESS OF LOVE, THE—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—(English dialogue; made in Italy)
036 HIGH TIME—C-103m.—(CS; DC)—Bing Crosby, Fabian, Tuesday Weld—4754 (9-28-60)—Cute comedy
037 LEGIONS OF THE NILE—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
034 LET'S MAKE LOVE—C-118m.—(CS; DC)—Marilyn Monroe, Yves Montand, Tony Randall—4734 (8-31-60)—MM funfest headed for better money
102 LITTLE SHEPHERD OF KINGDOM COME, THE—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
113 LONG ROPE, THE—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
MARINES, LET'S GO—C-104m.—(CS; DC)—Tom Tyron, David Hedison, Linda Hutchins—4846 (8-9-61)—Mediocre war comedy
101 MARRIAGE-GO-ROUND, THE—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
131 MISTY—D-92m.—(CS; DC)—David Ladd, Pam Smith, Phantom, the horse—4834 (6-28-61)—Good entry for family trade and youngsters
104 MILLIONAIRESS, THE—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power

Fanny	A2	WB
Fast and Sexy	A3	Col.
Fast Set, The		For.
Fate Of A Man		UA
Ferry to Hong Kong	A2	Fox
Fever In The Blood, A	A3	WB
Fiercest Heart, The	A2	Fox
Five Golden Hours	A3	Col.
Five Guns To Tombstone	A1	UA
Flaming Star	A1	Fox
•Flower Drum Song		U-I
Follow A Star		For.
For Members Only		For.
•Four Horsemen Of The Apocalypse		MGM
Foxhole In Cairo	B	Par.
Frantic	A2	For.
Freckles	A1	Fox
French Mistress, A	A3	For.
•Francis of Assisi	A1	Fox
Frontier Uprising	A1	UA
•Fury Of The Barbarians		Col.

G

Gambler Wore A Gun, The	A1	UA
General Della Rovere	A2	For.
•George Raft Story, The		AA
•Geronimo		UA
Gidget Goes Hawaiian	A2	Col.
G. I. Blues	B	Par.
•Girl Named Tamiko, A		Par.
Girl Of The Night	SP	WB
Go Naked In The World	B	MGM
Goddess of Love, The	B	Fox
Gold Of The Seven Saints	A2	WB
Goliath and the Dragon	A2	A-I
Gone With The Wind—RE	B	MGM
Good Girls Beware		For.
Goodbye Again	B	UA
Gorgo	A1	MGM
Grass Is Greener, The	A3	U-I
Great Imposter, The	A2	U-I
Green Helmet, The	A1	MGM
•Greyfriars Bobby		Misc.
Gun Fight	A1	UA
Guns Of The Navarone, The	A1	Col.

H

Hand, The	A2	A-I
Hand In Hand	A1	Col.
•Hatari		Par.
Heaven On Earth	A1	For.
Hell Is A City	A3	Col.
•Hell Is For Heroes		Par.
Herod, The Great	B	AA
Heroes Die Young	A3	AA
Hideous Sun Demon, The		Misc.
Hideout In The Sun		Misc.
High Time	A1	Fox
Hippodrome		For.
•Hitler		AA
Home Is The Hero	A2	For.
Homicidal	A2	Col.
Honeymoon Machine	A1	MGM
Hoodlum Priest, The	A2	UA
Horse With The Flying Tail, The		Misc.
House Of Fright	B	A-I
Hound That Thought He Was A Racoon, The	A1	Misc
•House Of Women		WB
•How The West Was Won		MGM
•Hustler, The		Fox

I

I Aim At the Stars	A2	Col.
•Innocents, The		Fox
•Invasion Quartet	A1	MGM
•Iron Men, The		Par.
It Happened In Broad Daylight		For
•It Happened In Athens		Fox

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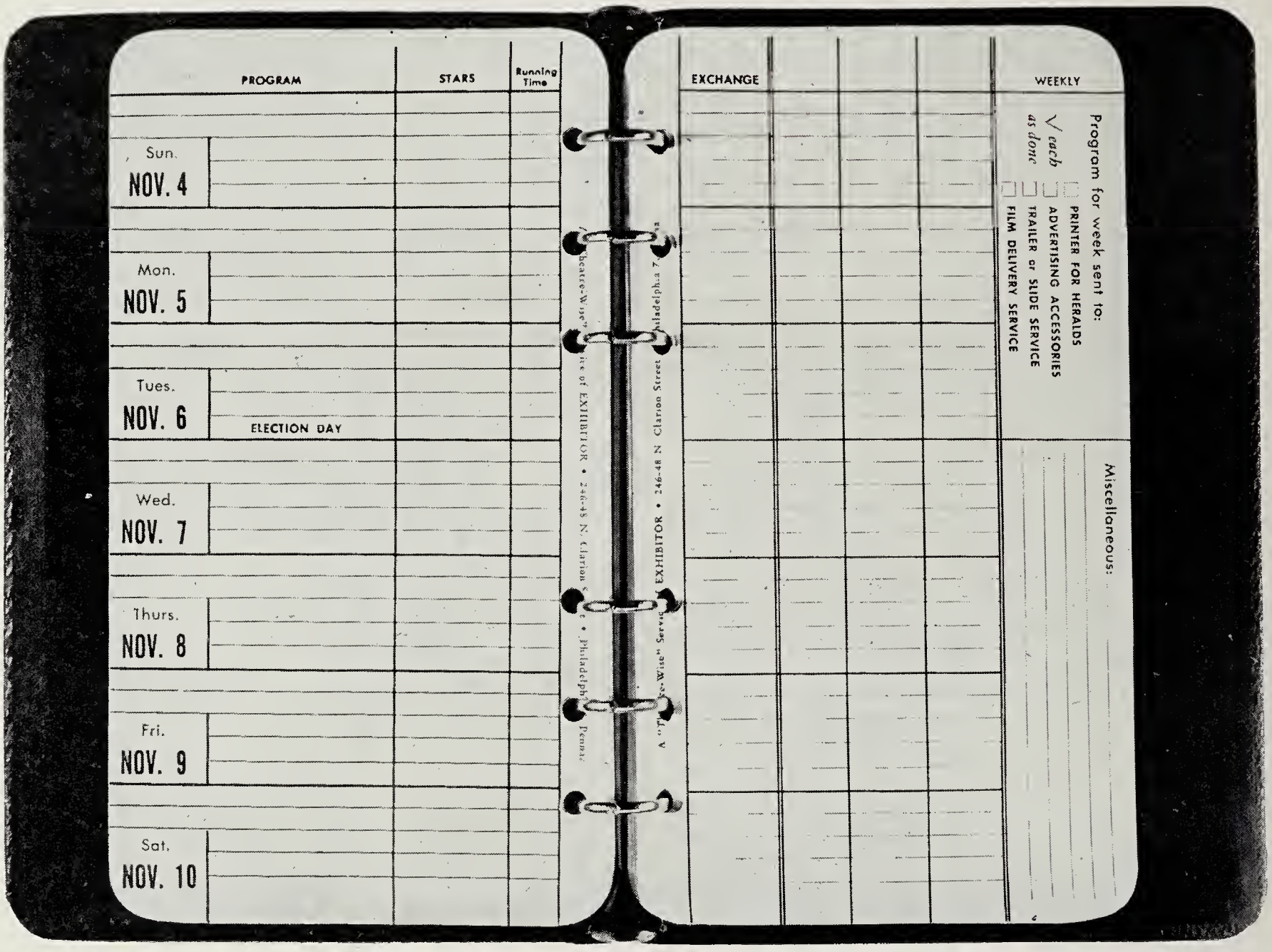
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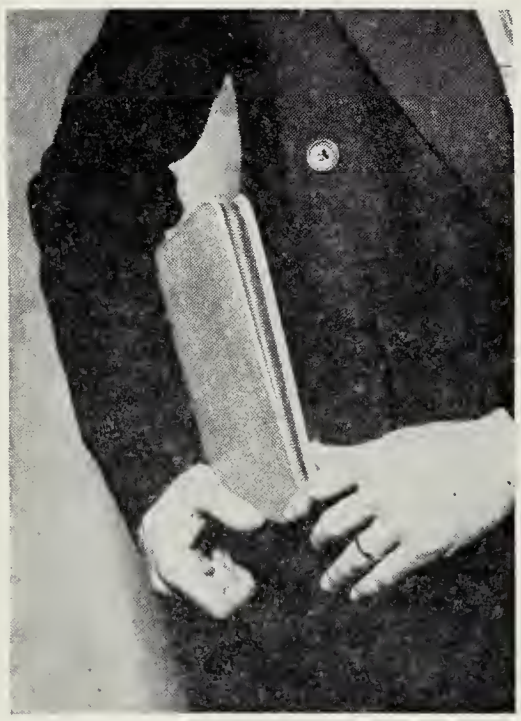
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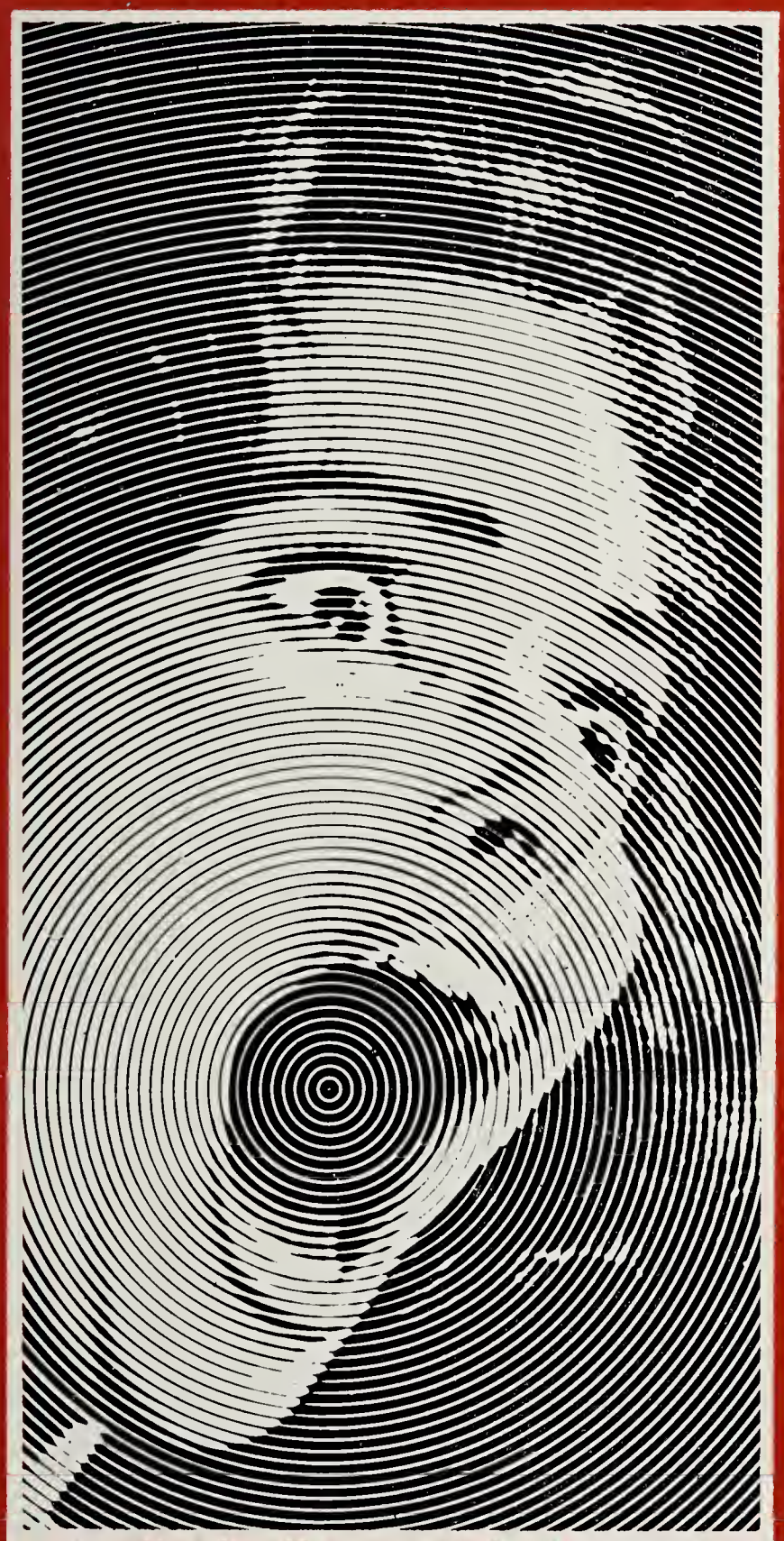
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AUGUST 30, 1961 | Volume 66 | Number 13

IN TWO SECTIONS • THIS IS SECTION ONE



A.C.E. One Step Nearer Production

(See Page 5)

Dual Bills Seen Near End In N.E.

(See Page 10)

This is the "SCREAM OF FEAR" and clever merchandising by Columbia is building an entire campaign around just this photo, the only one permitted for exploitation purposes. Look for showmanship like this to build boxoffice returns on this suspense film.

An Informed Industry Is Strong . . . See Editorial—Page 3

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Volume 66 • No. 13

AUGUST 30, 1961



AN INFORMED INDUSTRY IS STRONG

WE HAVE SPOKEN in the past of the shortsightedness of a producer or distributor who decides that advertising of his wares to the trade is unnecessary. It is a strange philosophy indeed that considers public opinion so important and yet neglects to inform that arm of the industry whose direct responsibility it is to sell the film to the public.

We have editorialized on this subject, and in the issue of Aug. 23, Variety joined us. The occasion was publication of a full-page Variety house ad titled *"Little Messages To Film Producers—The Art Of Breaking Out Of A Paper Bag."* It's a cute ad and packs a real wallop. In case you missed it, it goes like this:

"Your picture is complete. It has been cut, scored, printed, trailerized, press-booked, and sneak-previewed. The outlook is promising. Then you decide and your echo echos that what the picture must have is a great word-of-mouth gimmick.

"Word-of-mouth is a condition devoutly to be desired. It is mentioned in all film showmen's prayers. And after three expensive luncheon-conferences at The Divan of the Four Moslems you and your echo come up with a real gem of a gimmick—nobody will be admitted to the theatre during the first 15 minutes of your picture!

"Convinced that this great built-in twist has rendered trade paper advertising superfluous, you stand by for the gimmick to explode of its own inherent hilarity. And it does—at least three New York columnists give you gag mentions.

"Meanwhile your picture opens cold. Nobody has heard more than an idle rumor. It's just another title and—as you yourself have elected—another gimmick. Afterwards exhibitors and amusement editors and fans go around saying, 'Actually, I hear it was a good picture but the producer kept it a secret.'

"The smart thing would have been to first advertise to the trade."

Thanks, Variety, for putting the case of the trade press on the line so well.

We are reminded in this connection of a funny but true story currently making the rounds of the trade press advertising solicitors. Approaching one company which had a hit picture, this bewildered trade press executive was told proudly by a distributor spokesman, *"This is one picture we don't have to advertise."* Turning the discussion to a few films that were not doing nearly so well, the adman was told, *"These pictures are just not worth advertising."*

It sure is a strange business. But rest assured, when a company is in a spot and needs the help of the "friendly" trade press to get a message of importance across to its customers, there is no hesitation. Such is life in this most confusing of all businesses.

No matter which way we turn this problem over in our minds, the answer comes out the same. An informed industry is a strong industry. Our greatest weakness is ignorance on the part of one facet of this business as to what others are doing. The trade press is dedicated to erasing such ignorance and generating the kind of enthusiasm that is vital if this industry's recovery is to be significant and continuing. Yet the first six months compared to last year, advertising was off 377 pages and has been dropping yearly. Naturally, it is the theatre men's fault. Why? Don't ask us!

SOMETHING NEW FROM W. B. SHOWMEN

ELSEWHERE in this issue is a news story concerning the novel three-city single paid performance preview showings on Warner Brothers' "SPLENDOR IN THE GRASS." This is a novel and provocative preview technique for a controversial motion picture, and the climate that the full-page ads on the preview showing will create should react to the film's benefit.

The pressures for censorship are ever-present, and this technique being employed by Warners gets the whole problem out in the open for public discussion. That is where it belongs. We don't know how the experiment will turn out, but Warner Brothers is to be congratulated for trying something bold and new in the field of public relations and merchandising.

While we are throwing bouquets to Warners, we'd like to add a nice word for another new film, "SUSAN SLADE." We saw this at a screening with several young people and parents. This is not a review (that will come in a future pink REVIEWS section), but we would like to say that the film is a powerful drama done in good taste and an excellent deterrent to juvenile delinquency. The kids at the screening were thoughtful at the conclusion and left with a real dedication, at least temporarily, to good behavior. This is one no parent should miss, but bring the teen-ager along.

RUSSIAN ROULETTE

WITH FEATURE FILMS being sold at terms approaching an all-time high, a new angle is making its appearance to make it even more profitable for the distributor.

The game is called Russian Roulette by exhibitors and with good reason. Certain areas are being "solicited" by distribution for offers from theatres on top features, with one theatre to be chosen for "exclusive" first showing in a particular area.

This follows the first-run engagement which may have been of several months' duration, and the submission of an offer makes it the biggest gamble in which a theatre has ever participated. That's the reason for the name—Russian Roulette. The exhibitor is playing with dynamite.

Oh yes, we almost forgot to mention that the exhibitor must also agree on how much money he will provide for radio and TV sales pitches before and during his playdate. And, our informant further added, don't hesitate to assist the poor distributor by telling him what your admission price is to be; so that he can tell if your offer is high enough. The Department of Justice prohibits distributors setting the admission price of course.

Apparently, all one needs in this business is plenty of guts and continuation of the product shortage. Whatever happened to the old fashioned notions of integrity and impartiality in business?

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

A son, **John Joseph**, was born recently to **Mr. and Mrs. James D. Vaughan, Jr.** at the Valley Hospital, Ridgewood, N.J. Mrs. Vaughn is the daughter of **John J. O'Conner**, vice-president of Universal Pictures.

Diamond Rings

Miss Ethel Roth, employed in the office of **Seward Benjamin**, vice-president and secretary of United Artists, became engaged to **Hy Levine**, assistant to Jack Rothenberg, UA's controller of advertising. The couple has set a March 3 wedding date, and plan to live in Brooklyn, New York.

Obituaries

Claude C. Ezell, 79, a distributor in the industry's early years, and a native Texas showman and exhibitor since 1931, died after a lengthy illness. Through Ezell and Associates, he operated 18 drive-ins in the Lone Star State and was associated also with Seguin Theatres, Sero Enterprises, Southern Theatre Company, and the Texas-Oklahoma Amusement Company. He disposed of all his theatre holdings in 1955. He is survived by his widow.

Samuel H. Meinhold, 93, one of the oldest pioneers of motion picture exhibition, died recently in Miami, Florida. Meinhold, who joined the late **Marcus Loew** at the time of the formation of the Loew company in 1904, was, for many years, general manager of the company's theatre operations. Prior to his association with Loew, he was manager for **Thurston**, the famed magician. He is survived by his widow and three sons.

Embassy Suit Ends

SAN FRANCISCO—The final chapter in the Embassy Theatre monopoly suit was written with exhibitors Dan McLean and Lee Dibble receiving approximately $600,000 from the eight major Hollywood distribution firms.

Embassy attorney Robert D. Raven filed a dismissal in the Court of United States Judge Lloyd H. Burke after the latter previously had awarded the Embassy owners $441,000 for damages suffered because of denial of first and second run pictures between 1942 and 1947. When Judge Burke made the award, attorney Raven voiced displeasure over the amount and hinted at an appeal. Arthur B. Dunne, chief counsel for the defendants, promptly offered to negotiate for a settlement to avoid another lengthy litigation in the higher courts. The original suit was filed almost 11 years ago.

In addition to the final settlement, Judge Burke also awarded $100,000 in counsel fees for the plaintiffs.

FORMS FOR THIS PAGE CLOSED AT 2 P.M. ON MON., AUG. 28

Abilene Censor Law Due For Amendment

ABILENE, TEX.—It was announced by Mrs. Beverly Tarpley, attorney for Texas COMPO and the Abilene exhibitors, that the City Commissioners in Abilene are expected to take most of the "teeth" out of Abilene's controversial censorship ordinance when they meet tomorrow.

New City Attorney John Davidson recommended that the tough existing ordinance be revoked and a much milder one be installed due to the new statutes passed by the Texas Legislature in the spring and Federal Court decisions in Atlanta, Georgia, and Pennsylvania.

It is reported that Davidson said that if the amendment is approved, he will recommend also that the City drop the 16 complaints against the exhibitor owning the Tower Twin Drive-In which played "Never On Sunday" without posting or policing the classification notice which prohibited persons under 18 years of age.

The amended ordinance would ask exhibitors to voluntarily classify the movies and shows they plan for local display. Under the law, one cannot classify an exhibition when such a classification could exclude a patron for attendance.

Under the existing ordinance, a Citizens Board of Review, appointed by the City, looks over a list of scheduled movies and assigns a classification, three of which either exclude persons or, in one case, ban the film completely.

As proposed, the review board can require a private showing of a movie "where there is reasonable likelihood the film is obscene."

Classifications assigned by the operators must be published in the newspaper, according to the amendment. Should an exhibit be obscene in the eyes of the board, the board must inform police or city legal department officials to bring appropriate civil or criminal action.

The ordinance draws its definition of obscenity from the new state law. It says an exhibit is obscene, "If, to the average person applying contemporary community standards, the dominant theme of the exhibition or performance viewed as a whole appeals to the prurient interests."

Raymond Quits MGM Post

LONDON—Metro-Goldwyn-Mayer British Studios, Ltd., announced that by mutual agreement Matthew Raymond has relinquished his appointment with the company. Maurice Foster will assume the position of general manager of MGM British Studios, Ltd.

New S.F. Trust Suit

SAN FRANCISCO—Napa Theatres, Inc., filed a $480,000 anti-trust suit in Federal Court here, charging conspiracy against 14 movie distributors and exhibitors on the grounds it had been denied first-run product. Napa Theatres is owned by Joe and Abe Blumenfeld of the Blumenfeld Brothers assorted circuits.

The suit complained that defendants conspired to keep films from being released to the Napa Uptown until they had been shown for at least 14 days in Vallejo houses operated by defendants in the case.

Listed as defendants were MGM, 20th-Fox, Fox West Coast Theatres, Syufy Enterprises, Inc., Syufy Motor Movies, Inc., Vallejo Enterprises, Inc., Paramount Film Distributing Corp., Warner Brothers, Universal, Columbia, United Artists Northern Theatres, Syufy Enterprises as a partnership, and Raymond J. Syufy as an individual.

"Coke" Sponsors Banquet

NEW ORLEANS—The Coca-Cola Company will again sponsor the President's Banquet, which will conclude on Thusrday evening, Oct. 12, the 14th annual convention of the Theatre Owners of America, at the Roosevelt Hotel here, it was announced by Albert M. Pickus, TOA president.

Pickus said that arrangements for the sponsorship were completed with Harold Sharp, vice president in charge of fountain sales for the Coca-Cola Company, and Charles Okun, of national theatres sales.

The National Association of Concessionaires, who are holding their convention concurrently with TOA's, will also participate in the banquet.



In accordance with the practice established three years ago:

There will be no **SEPTEMBER 6** issue of
MOTION PICTURE EXHIBITOR.

A hard-working staff will take a well-earned vacation during the week before Labor Day. But we'll be back in time to continue the bright service format and the numerous exclusive service features with the issue of Sept. 13.

ACE One Step Closer To Production

New Corporation Formed; Escrow Funds Turned Over As Members Map Drive To Full Exhib Support

NEW YORK—With the incorporation of A.C.E. Films, Inc., in Dover, Del., the American Congress of Exhibitors has moved closer to producing feature films through its affiliation.

The new corporation, whose papers were incorporated at 1,000,000 authorized shares at $5 per share, has Prentice Hall, Dover, as resident agent.

The new corporation starts off with $3,000,000 of exhibitor money held by the Chemical Bank New York Trust Company, under an escrow agreement which originally expired on Jan. 31, but which was extended twice by agreement of the participants until Aug. 18, at which time the Chemical Bank turned the funds over to the new A.C.E. Films.

Subscribers will receive securities in exchange for the cash they invested, the A.C.E. announcement continued, with the new corporation seeking the okay of the Securities and Exchange Commission before it launches a nation-wide campaign to offer the remainder of its stock to exhibitors. A rewritten prospectus is to be submitted shortly. It is hoped that every exhibitor will participate.

An organization consisting of Harry Arthur, Arthur Enterprises; S. H. Fabian, Stanley Warner Corporation; Adolph Goldberg, Community Theatres of Michigan; Harry Mandel, RKO Theatres; Sidney M. Markley, AB-PT Theatres; Edward D. Martin, Martin Theatres; Sumner Redstone, Redstone Management; Laurence Tisch, Loew's Theatres; and Mitchell Wolfson, Wometco, is in charge of plans for the development of the company.

ACE's decision to go into production through an affiliate that would be financed by exhibitors was reached late in 1959 when the product shortage became acute and it became apparent that if they wanted additional product, the exhibitors would have to produce it themselves. The machinery for this purpose was set in motion and 37 backers pledged over $3 million dollars.

Disagreements over the methods of financing and what the prospectus submitted to the SEC should contain are said to have necessitated extension in the escrow deadlines. The movement has gained impetus recently and if the SEC okays general sale of the stock, it is certain that additional exhibitor money will be available.

Circuit Seeks New Stars

DALLAS—Interstate Theatres plans to canvass its audiences this fall to select the "Star of Tomorrow" during the entire month of October. The polling, in conjunction with KLIF radio and the Dallas Variety Club, will be climaxed with the male and female winners flying to Dallas to be presented with a special statuette at a Variety Club dinner.

The male nominees are Horst Buchholtz, Michael Callen, Bobby Darin, James Darren, Troy Donahue, George Hamilton, Jim Hutton, Steve Mc Queen, Sal Mineo, Ricky Nelson, and George Peppard.

The female nominees are Sandra Dee, Jane Fonda, Connie Francis, Dolores Hartman, Susan Kohner, Carol Lynley, Hayley Mills, Paula Prentiss, Connie Stevens, Deborah Walley, and Tuesday Weld.

COMPO Promotion Plan Explained To Cincy Exhibs

CINCINNATI—Speakers presented the COMPO merchandising plan to the exhibitors of the Cincinnati exchange area last week, led by Charles E. McCarthy, COMPO executive vice-president.

In addition to James McDonald, president, Theatre Owners Corporation booking unit of Cincinnati, who acted as chairman of the meeting, speakers included McCarthy, Alec Moss, veteran film merchandising man, who organized the operation of the COMPO plan in Pittsburgh; Harry Hendel of Pittsburgh, who acted for the Pittsburgh exhibitor committee in the conduct of the plan there; Robert Ferguson of Columbia Pictures, chairman of the MPAA sub-committee that recommended the plan's extension to Cincinnati and other cities; and Howard Minsky of Paramount Pictures, representing Hi Martin of Universal Pictures, chairman of the MPAA general sales managers committee, and also as representive of Jerry Pickman of Paramount Pictures, slated to succeed Martin as head of the MPAA general sales managers group.

No Extension Now For Integration Policy

DURHAM, N. C.—W. G. Enloe of Raleigh, district manager for the ABC-Paramount circuit in this area, said a policy of limited segregation at the Carolina, Chapel Hill, N. C., does not mean that the same policy will be adopted at Durham, Raleigh, Greensboro, and other houses operated by the chain.

He said the Center, Durham, which, like the Carolina, Chapel Hill, has been picketed by whites and Negroes in an effort to force it to integrate its audiences, will not be integrated at this time, even on a limited basis.

He said, "It's a completely different situation" in Durham, which has Negro theatres and white theatres with Negro balconies, whereas there are no such houses in Chapel Hill.

The limited desegregation policy at Chapel Hill permits Negro students at the Unversity of North Carolina to be admitted on an unsegregated basis upon presentation of cards at the boxoffice identifying them as college students.

Asked if a similar privilege policy would be extended Negro graduate students at Duke University and other colleges here, Enloe said, "We are not planning any such action at any other theatres at the present time." He said he was receiving daily requests for such action, however.

Edwards Joins Embassy

NEW YORK—Robert Gordon Edwards has been appointed Continental publicity manager for Embassy Pictures Corp., it was announced by Joseph E. Levine, president of the film company.

Edwards, who will make his headquarters in Rome, will report to Edward S. Feldman, Embassy publicity director in New York. He is resigning as director of public relations for Titanus Films of Italy to accept the new assignment.

Astor Names Netter International Prexy

NEW YORK—The appointment of L. Douglas Netter, Jr., as president of Astor Pictures International has been announced by George F. Foley, president of Astor Pictures, Inc., the parent company. Netter will also be elected a director of Astor Pictures, Inc., at the next board meeting.



NETTER

Foley stated, "The appointment of Netter marks the beginning of Astor's complete production activity. We have decisively demonstrated our ability to successfully launch and distribute such significant pictures as 'La Dolce Vita' and 'Rocco and His Brothers.' We will continue to acquire important product for distribution in this country. In addition, however, Astor must now take a role in the earlier stages of production, in order to plan well in advance its product for 1962, 1963, and 1964. We now plan to produce pictures in this country as well as to enter into the production or co-production of pictures abroad. Netter's proven experience and ability will help guide Astor in its complete worldwide production activity."

Foley further stated that "Astor will place heavy emphasis on the international aspect of its operations for it is becoming more and more apparent that the motion picture industry, like global politics, is a 'one world' proposition. Astor intends to explore every important production potential in film centers from Hollywood to Rome to Tokyo. At the present time Astor is releasing along with certain domestic products, pictures from Italy, France and England. In the coming years we foresee co-production in every major motion picture producing locale where satisfactory projects can be created."

Netter leaves Samuel Goldwyn Productions which he joined in 1958. Since June, 1960, he has acted as head of the New York office directing the world-wide operations for the company. Previously, he had been vice president and general manager of the Todd-AO Corporation where he was directly associated with the production and release of Rogers' and Hammerstein's "Oklahoma" and "South Pacific," as well as Mike Todd's production of "Around the World in 80 Days."

A son of L. D. Netter, Sr., retired president of Florida State Theatres, Inc., Netter is a graduate of Holy Cross College and holds a commission as Lieutenant Commander in the United States Navy. His career in the motion picture industry dates back to 1945 when he joined Eagle-Lion Pictures in a sales capacity.

Perry Quits Lopert

NEW YORK—Clem Perry has severed his association with Lopert Pictures, effective Sept. 1, after serving in the capacity of executive assistant to the president of the company for the past two years. Previous to joining Lopert, he was with the Rugoff and Becker Theatres for 15 years as vice-president in charge of operations.

New WB "Splendor" Preview Policy Seeks To Determine Public Reaction

NEW YORK—Warner Bros. instituted a new exhibition policy last week with the presentation of the single paid-admission performances in three separate cities of "Splendor in the Grass," Elia Kazan's Technicolor production that will not begin its regular engagements in those and other cities until October.

The one-performance-only policy was put into effect at the Randolph, Philadelphia; Chicago, Chicago; and Paramount, San Francisco.

The single-performance technique, entirely unlike the so-called "sneak preview" or any other "preview" procedure, required the exhibitor to clear the theatre after his regular matinee performance and then to sell tickets solely for the evening showing of "Splendor in the Grass."

The policy may be introduced in other cities and also may be applied to other Warner Bros. releases, according to Richard Lederer, the company's director of advertising and publicity.

The institution of the policy, Lederer pointed out, was necessitated by the extremely controversial nature of "Splendor in the Grass" and the release of the picture at a moment when the entire motion picture industry is deeply concerned with the problem of censorship and with the reaction of the movie-going public to films that have sensitive or explosive themes.

The purpose of the advance one-performance-only policy, Lederer said, is to prepare the community for the regular opening of the picture, providing ample time for thorough discussion of the controversial theme. At the same time, Warner Bros. will benefit from the knowledge gained through a survey of audience reaction to the picture, enabling the company to tailor its release of "Splendor in the Grass" to the results of the survey.

Full-page advertisements have been taken in all Philadelphia, Chicago, and San Francisco daily newspapers to announce the single performance of "Splendor in the Grass" and to explain to the public the unprecedented procedure.

The advertisement places directly before the public the problem of how to handle controversial themes with which the motion picture industry has been grappling.

"It is probable," the advertisement states, "that certain members of the community will be shocked" by "Splendor in the Grass."

"It is equally probable," the advertisement continues, "that many parents and their teenage children will find in this picture a story to see and see again."

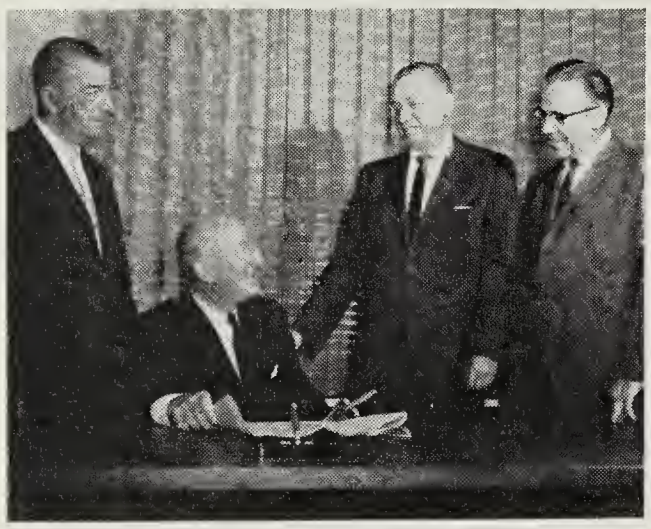
Audiences attending the single performance will be questioned as to their reactions to "Splendor in the Grass." Separate questionnaires have been devised for adults and teenagers. Among the questions asked will be: "Assuming you have children, nephews or nieces aged 16 or over, would you want them to see this picture? Did you find anything censorable in this picture? Some people believe Hollywood should not attempt themes such as this one; what is your feeling?"

Lederer noted that three of the company's top executives were sent to each of the three cities to supervise showings of "Splendor in the Grass" and the audience surveys that will be taken. They are Joe Hyams, national publicity manager, who was in Philadelphia; Ernie Grossman, exploitation-promotion manager, who was in Chicago; and Max Bercutt, studio publicity director, who was in San Francisco.

The film has a Production Code seal, but the Legion of Decency has not yet classified it, according to Legion sources.

Lederer admitted that Warner Bros. executives were unsure of the public's reaction, and the results of the previews would be revealing to them. He hoped that the true voice of the general public would make itself felt and heard rather than those who just write, whom he called the writing few. He admitted that this method of previewing was a gamble in that it could activate adverse censorship demands.

He thought that the American film industry has been under much pressure to turn out only candy-coated films, whereas the foreign part of the industry has grown as it has matured. He believed in self-censorship wherein the people would decide for themselves whether or not they want to attend a film.



Allied leaders are seen inspecting new national offices in Detroit. Left to right are Irving Dollinger, New Jersey; Ben Marcus, Wisconsin; Morris Finkel, western Pennsylvania; and Jack Armstrong, Ohio.

Freed Heads Oscar Show

HOLLYWOOD—For the third successive year, Arthur Freed, veteran producer and song writer, has been named producer of the 34th annual Academy Awards presentation, it was announced by Wendell Corey, president of the Academy of Motion Picture Arts and Sciences.

Freed, also first vice-president of the Academy and a member of its board of governors, will supervise production of the "Oscar" Show, April 9, 1962, to be carried over the television and radio facilities of the American Broadcasting Company.

Lumet Signed For "Journey"

NEW YORK—Sidney Lumet has been signed by producer Ely A. Landau to direct the motion picture version of Eugene O'Neill's "Long Day's Journey Into Night." Production of the celebrated stage drama is scheduled to start in New York in September.

"Long Day's Journey Into Night" is the first of a number of major theatrical and literary properties to be brought to the screen by Landau during the next three years.

NT&T Breaks Ground For New Drive-In

BEVERLY HILLS, CALIF.—Construction of a deluxe drive-in theatre near Phoenix, Ariz., started last week, it was announced by National Theatres and Television, Inc., president Eugene V. Klein and general manager of theatre operations Robert W. Selig. This is the first of a number of new theatre construction projects to be launched by National Theatres under its new expansion program.

Importance of the project was emphasized by Klein who said, "The new Arizona drive-in will mark the first drive-in theatre that National Theatres has actually constructed 'from the ground up.'

"We presently are operating drive-ins in Denver, Salt Lake City, Topeka, Kans., Las Vegas, Nev., and LaVerne, Calif. But, in these situations we took over the operation of existing outdoor theatres," Klein said.

"We intend to back our faith in the future of motion picture theatre exhibition, both in the hard-top and drive-in fields, by additional construction in areas where mass growth and population movement have created a need and opportunity of new theatres."

The 1,050 car drive-in is being built by NT&T Properties, Inc., a subsidiary of National Theatres and Television, Inc. It will be located in Glendale, five miles northwest of Phoenix. The drive-in will have a screen 114 by 55 feet and the latest in sound and projection equipment. It will be paved throughout the entire driving and parking area.

The ultra-modern snack bar and concession area will be an all-electric installation and air-conditioned by refrigeration.

Anticipated completion time for the new drive-in is four months.

Industry Mourns Pioneer Ezell

DALLAS—Claude C. Ezell, 79, an industry pioneer and one of the first to recognize the potential of the drive-in, died at a hospital here after a long illness. His wife is his sole survivor.

A native of Mexia, Tex., he entered the industry in 1907 with the Bass Film Company, New Orleans. He then went with General Film Company, becoming its southern division manager. He later joined Select Pictures, Warner Brothers, becoming general sales manager for the company.

Entering exhibition, Ezell formed Ezell and Associates, operating at one time 18 drive-ins in Texas. He was also associated with Seguin Theatres, Sero Enterprises, the Southern Theatre Company, and the Texas-Oklahoma Amusement Company. He disposed of all his theatre holdings in 1955.

Fight Tax By Paying

GLEN COVE, N.Y.—It was learned that the hope of keeping the question of a five per cent tax out of politics and thus avoiding such a tax altogether motivated the city's three theatres to pay the levy on their grosses into the municipal treasury over a two-month period starting Sept. 16.

The theatres are Skouras Theatres' Cove; Si Frank's Tower; and Glen Cover.

City Council accepted on the condition that Council appoint a citizens' committee to study the ticket tax, and that no decision be reached until after Nov. 28 elections.

By bringing citizens into the picture and holding their decision until after election, the exhibitors believe they can keep the issue out of politics.

Schine Circuit Honors Syracuse's Unterfort

SYRACUSE, N.Y.—Marking 25 years association with Schine Theatres in Syracuse, Harry Unterfort will be honored at a testimonial dinner to be held Oct. 1 in the Grand Ballroom of the Hotel Syracuse.



UNTERFORT

Unterfort, who at present is western New York state zone manager for Schine Theatres, joined the circuit in 1936 as a student assistant in Syracuse. He subsequently managed the Paramount, Keith's, and Eckel, and in 1940 was appointed Syracuse city manager. Returning from Army service in World War II, Unterfort was promoted to zone manager of the central New York state area, and later was reassigned to his present post. Included in this territory are the cities of Buffalo, Rochester, and Syracuse.

A native of New York City, and a product of its local schools, Unterfort graduated from New York University with a degree in physical education. He was on the varsity track, lacrosse and water polo teams at the university and a member of Zeta Beta Tau fraternity.

After graduation, Unterfort taught at Seward Park High School and Colony House in New York City. Eventually he came to Gloversville, N.Y., home office base of the Schine Circuit, and took up the position of physical education instructor at the Jewish Community Center in that city. While there, he became acquainted with J. Myer Schine and the late Louis W. Schine, co-founders of the Schine Circuit. It wasn't long after that Unterfort became a member of the organization.

A recipient of numerous motion picture showmanship awards, Unterfort has also received recognition on many occasions for his devotion to Syracuse community service. On Sept. 1, 1936, Unterfort married the former Sylvia Bresler of New York City, which coincidentally will make the testimonial a two-fold silver anniversary celebration.

SEC Stops Guild Issue

WASHINGTON — The Securities and Exchange Commission has issued a stop order suspending a registration statement by Guild Films, Inc., New York City, charging various deficiencies in the disclosures made.

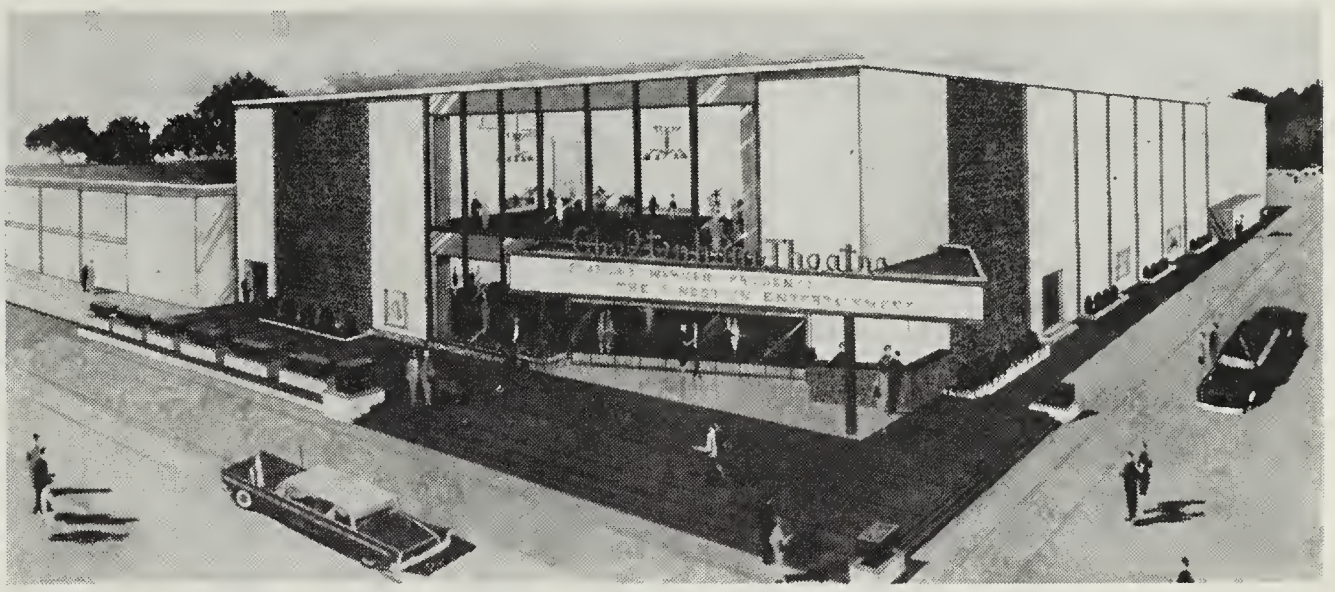
The SEC said that Guild Films failed to disclose that it was proposing to issue more securities than its articles of incorporation authorized; that it had called no stockholders meeting to increase the authorized shares; that it had failed to disclose reason for registering 2,749,891 shares that had already been sold and were outstanding; that the company had become a bankrupt, etc.

Rosenfield Aids Fund Drive

NEW YORK—Jonas Rosenfield, Jr.. vice-president in charge of advertising, publicity, and exploitation of Columbia Pictures Corporation, has been appointed motion picture chairman of the Leukemia Society Annual Appeal. Mrs. Antoinette R. de Villiers, Society president, made the announcement.

Serving as honorary national chairman of the Leukemia Society is Mrs. John F Kennedy.

New SW Shopping Center Showplace Sparks Phila. Entertainment Scene



PHILADELPHIA—Frank J. Damis, Stanley Warner Theatres' zone manager, has announced the opening of the new Cheltenham Theatre, Philadelphia's newest suburban theatre located in the Cheltenham Shopping Center.

The Cheltenham will open tomorrow (Aug. 31) as America's newest entertainment showplace, combining beauty of surroundings with the most modern accommodations, and topped off by free parking for 5,000 cars at any one time.

The exterior of the theatre is of very modern design and utilizes white brick in keeping with the buildings of the shopping center, but accentuated by blue terra cotta screen-like panels, effecting light. Another feature of the architectural design has afforded an innovation to "open up" the theatre, so the outdoors flows into the indoors, with the result of lobbies and foyers being viewed from the exterior of the theatre. The exterior also features a breaking of the monotony of the long auditorium wall, through introductions of panels, created of blue and white brick. Planting boxes and plants located along this space keep in step with the garden or park-like surroundings.

Interior designs utilize exciting colors in keeping with the basic red carpet, blue and white walls of the auditorium, and white and gold in foyers and lounges. Furniture and pictures as well as accessories are in keeping with the established modern decor.

Drew Eberson, architect, has introduced in the auditorium a recall to the clean pure lines of the Greek sculpturing. On either side of the auditorium, six sculptured plaques are installed, representing the white marble friezes of the Parthenon. These plaques are in pure white, softly lighted, giving them an accent against the dark blue walls.

The sculpturing was performed by Shirley W. E. Simmons, utilizing the latest in plastic materials. The plaques are exact replicas of the sculpturing found in the Parthenon. Four of the plaques represent Cavalcade of Mounted Youth and were originally created between 447 and 442 B.C. The Cavalcade of Mounted Youths are found in the frieze of the Parthenon. There are also two of the metope from the Parthenon and represent the struggle between the Centaurs and the Lapiths.

The lounges of the New Cheltenham have paintings by Chagall and three serigraphs by Bradford. Following in the Greek theme, there is a large pen and ink drawing by a new, young French artist, Eric Neville, depicting the Parthenon and its environments.

The lobby entrance is enhanced by use of an unusual, rich Italian imported marble, which is in keeping with the modern decor which prevails throughout the structure. Other features consist of the "Rocking Chair" seats which permit the patrons to lean back and enjoy themselves in comfort. The seats are spaced to afford ample room between the seats and between rows of seats, thus permitting the passage of other patrons between the rows without need for seated patrons to rise. Additionally, the seating is staggered for a clear view of the screen from any angle in the theatre. The screen at maximum width is one of the largest in the world, 60 ft. x 25 ft.

Projection facilities are installed for use of the standard 35mm picture in wide screen or CinemaScope. Special installation has also been made for the showing of the 70mm spectacular presentations, as part of the permanent equipment.

Hi-Fi stereo sound has been installed with six channel reproduction. Sound speakers are arranged at the rear of the screen and to surround the auditorium. Year 'round comfort is assured through installation of a "processed weather" air conditioning plant, which will deliver 25,000 cubic feet of scrubbed, filtered air per minute.

The new Cheltenham will operate continuously every day. On week days and Saturdays from 12 noon until 11:30 p.m. and on Sundays from 2 p.m. until 11:30 p.m.

Sande Kartman, Esq., president, Delaware Valley chapter of Leukemia Society, Inc., has announced its sponsorship of the opening night at the Cheltenham. Leukemia Society, Inc., will officially inaugurate its annual drive for funds through the sale of tickets to this gala opening of the new theatre. The film attraction will be Walt Disney's family comedy, "Parent Trap."

"El Cid" N.Y. Bow Set

NEW YORK—The American premiere of Samuel Bronston's "El Cid," starring Charlton Heston and Sophia Loren, will take place Dec. 14 at the Warner here when the multi-million dollar production begins its first reserved-seat engagement in the Western Hemisphere, it was announced by Morey R. Goldstein, vice-president and general sales manager of Allied Artists, and Nat D. Fellman, chief film buyer of Stanley Warner Management Corporation.

"COME SEPTEMBER

IS ROLLING UP GROSSES TOPPING "PILLOW TALK AND MATCHING 'OPERATION PETTICOAT

(UNIVERSAL'S ALL TIME RECORD GROSSER TO DATE!)

DOING SENSATIONAL "7-DAY WEEK-END BUSINESS WITH NO MID-WEEK "WEAK DAYS



New openings rack up tremendous grosses-bigger than "Pillow Talk"... at Fox-Atlanta, Georgia-Columbus, Grand-Macon, State-Chattanooga, Tennessee-Knoxville, Paramount-Syracuse, Loews-Dayton, Kentucky-Louisville, Valentine-Toledo, Strand-Memphis, Plaza-El Paso, Joy-New Orleans, Paramount-Baton Rouge, State-Galveston, Golden Gate-San Francisco.

Equaling "Operation Petticoat"... at Manor-Charlotte, Lafayette-Buffalo, Kearse-Charleston, Admiral D.I.-Tulsa...State-Benton Harbor, Paramount-Austin, Manor-San Mateo, Jeff-Beaumont, Fox-St. Louis, Downtown-Mobile, Center-Little Rock.

And boy, what holding power!... continuing strong at Keiths-Indianapolis, Florida-Jacksonville, Four Theatre Combo-Miami, Riverside-Milwaukee, Florida-Ft. Lauderdale, RKO Orpheum-Minneapolis, Colony-Wilmington, Tennessee-Nashville, Roxy-Kansas City, Paramount-Denver.



The NEW YORK Scene

By Mel Konecoff

"WE'RE GOING to belt the public as hard as we can." Thus spoke Leon Roth, vice-president in charge of advertising and publicity at Mirisch Pictures, as he discussed the advertising and promotion campaign on "West Side Story," on which at least a million dollars will be spent. He also reported that a special unit will be set up to work with college and youth groups. He admitted that teens may be hard pressed to shell out the needed money for roadshow tickets, but they'll want to do so to see the film and will get the money somehow.

Roth was of the opinion that each city's promotion must be pinpointed far in advance—a year ahead in certain places. He expected the film to run over a year in some situations.

Harold J. Mirisch, president of Mirisch Co., and Arnold M. Picker, executive vice-president of United Artists, announced at the same press conference that the film has registered advance group and mail-order ticket sales totalling a quarter-million dollars for five key U.S. theatres in New York, Philadelphia, Washington, D.C., Los Angeles, and Boston. All sales have been from two to five months before the various openings.

He thought that this picture would appeal to teenagers because the subject deals with them and because of the new faces and young talent.

Fred Goldberg, national director of advertising, publicity, and exploitation, reported that not only will the national magazines receive great play, but so will promotions on a local level. You have to prime the secondary markets well in advance of their dates, said he. You also have to go out where the people are these days—into suburbia—and this area may be invaded by a travelling boxoffice. Another selling gimmick will be the training of college students to call on groups, women's clubs, etc., to take orders at the conclusion of their pitch. He was very pleased by the tremendous breaks chalked up on the film in newspapers, magazines, etc.

Also present among others were Robert Wise, producer of the film; Eugene Picker and James R. Velde, vice-presidents; David Picker, executive assistant to Arthur Krim, president; Sam Richmond and Leonard Barrack, Sack Organization of Boston.

A MATTER OF DIRECTION: Vincente Minnelli, veteran MGM director, was in town last week prior to leaving for Italy where he was to start work on a new film. Across the luncheon table, he enthused greatly over his most recent film, "Four Horsemen of the Apocalypse," which should be ready for screening in October. The decision will be made then as to whether or not to roadshow the film. He felt very strongly about directing this story, which was a great anti-war novel, and thought it was just as effective today, world conditions being what they are, as it was in the '40's.

The film which cost over five millions to make is in color and will run just under three hours when screened. He thought the company hopes that it will be released around Christmas time to qualify for consideration in the forthcoming Academy Awards.

He noted that he was celebrating his 20th year with MGM this year and has just signed a new five year pact as a director. In all that time, picture making hasn't changed, he opined, regardless of techniques or who heads the studio, etc. Since a lesser number of pictures are being made these days, he thought that the director should have more time to help in the selling of a film, something he has been unable to do until now. He may be able to do so for "Four Horsemen."

He starts shooting "Two Weeks in Another Town" in Rome in October because the story takes place in that city. In addition to an Italian unknown actress, this romantic drama will also have in the cast Kirk Douglas, Cyd Charisse, Edward G. Robinson, and Clair Trevor. Incidentally, his favorite film in all the years at Metro is "Lust For Life."

NEW ORGANIZATION DEPARTMENT: George Bennett, one-time film publicist with David O. Selznick and Eagle-Lion, and currently vice-president of public relations and advertising of Zeckendorf Hotels Corp., will form, together with his brother Bernie, their own company, Bennett Public Relations, Inc. His brother has been public relations director of Freedomland. Both are former newspapermen. . . . See you all after a short siesta.

LONDON Observations

by Jock MacGregor

MIKE FRANKOVICH and Ken Hargreaves decided that Carl Foreman's return from his triumphant coast to coast tour of the United States giving interviews, broadcasting, appearing on TV, and doing all the things stars do on PA trips to boost "Guns of Navarone," called for a celebration. Though normally this would be regarded as a trade press affair, they extended the invitations to the national and financial press. How right they were! In these days of movies-are-dead downbeat stories, this gave the industry a helluva shot in the arm. The boys listened attentively to a tale of figures—and not vital statistics—and what a story they heard.

Mike recalled the press conference at which he announced that Carl was to make "Guns." He admitted that he exaggerated when he said it was to cost two millions pounds sterling but that Carl had taken him seriously and spent the money. Carl oddly enough had then thought that he was really too creative for the picture, but already it was beating "Kwai" hands down and looked like the biggest British grosser ever. Mike felt this was just reward for a lot of confidence in Carl and the cast, adding that movie projects are becoming more like theatrical ones in so much as you either win or bust. One can fall so easily on one's face without ever getting near the negative cost with a miss.

(*Continued on page 14*)

Boston Seen Last Dualler Stronghold

BOSTON—While many other cities in New England have ditched double features, Boston remains the last stronghold of the two for one films. However, they are on their way out here, it was predicted by Robert M. Sternburg, president of New England Theatres, Inc., and Allied Theatres of New England, representing 500 independent film theatres in the New England states.

"About 95 per cent of our theatres will be giving single feature programs before the year is out, and all theatres will abandon the double feature soon," he declared. Sternburg, who held a meeting with representatives of all the distributing companies in Boston to present plans for increasing motion picture attendance and promotion, announced a long list of new films for his theatres this year, to show within the next months, pointing out, "I think it's the best product we've had yet."

"The kind of productions selected will be quality the public will enjoy, not quantity." While Boston still sticks to double features, most of the other big New England cities, such as Springfield and Worcester, Mass., Hartford, Conn., have abandoned them and gone to single films. Sternburg recalled that Jake Lourie of the old NETOCO group originated double features here at the old Beacon, Boston.

"So many pictures were being made at that time in Hollywood that the double feature worked well. If there had not been two for one, maybe a lot of films would have stayed in their cans and never been exhibited." The system today is different of course, he said, with not so many films being made. While in the old days pictures ran about an hour, today they run from 90 minutes to at least two hours.

The trend of upcoming films is light comedy, he declared, and he also pointed out that the big stars who have passed on and are no longer on the screen are being replaced gradually with newcomers.

"But, you can't offer the public merely new faces; they must be new faces plus a great deal of talent. It's talent which is the ultimate test of an actor, not how he photographs."

Pictures for the Boston and New England theatres were listed by Sternburg as follows: "Splendor in the Grass," "Claudette Inglish," "Breakfast at Tiffany's," "White Christmas," "Blue Hawaii," "Summer and Smoke," "Bachelor Flat," "Second Time Around," "Satan Never Sleeps," "State Fair," "Mr. Hobbs Takes a Vacation," "The Greatest Story Ever Told," "Sail a Crooked Ship," "The Devil at 4 O'Clock," "Scream of Fear," "Bridge to the Sun," "Bachelor in Paradise," "Wonders of Alladin," "Young Doctors," "Greyfriar's Bobby," "Paris Blues," "Babes in Toyland," "Back Street," and "Flower Drum Song."

UA Names Drive Winners

NEW YORK—The United Artists Weeks Contest, which ran from June 25 through July 8, was won by the company's Canadian district and the San Francisco, Toronto, and Vancouver branches, in their respective groups, it was announced by James R. Velde, UA vice-president in charge of domestic sales.

Charles Chaplin is manager of the Canadian District. The victorious branch managers are Frank Harris, San Francisco; George Heiber, Toronto; and Harry Wolfe, Vancouver.

Capturing second prize in their individual groups were the Dallas, Pittsburgh, and Des Moine branches.

"How I Would Sell . . .

COME SEPTEMBER

U-I Fun-Loaded Romantic Comedy With Names, Angles

"COME SEPTEMBER" has so many sales angles both from the eontent and locale of the picture, and from the title for those who are playing it prior to September and perhaps even shortly after the first of the month, that it presents somewhat of a problem as to what to suggest for general highlights of exploitation, let alone the "routine" with whieh the picture and its eommercial faeets abound.

Dcsignated probably as a "romantie eomedy," "COME SEPTEMBER" is eonsiderably more in that its foibles will appeal to the adult of the maturest age and way down to the lowest age rung of the 'teens. It has everything: a hilarious story, youth, fashions, beauty, romance, entrancing seenery and situations, all of whieh lend themselves to some phase of exploitation, even to the zany.

For those playing this pieture before September there are two exeellent ATTENTION getters:

(1) Stress the SAFETY angle by using 11x14 upright eards imprinted as follows: *"SLOW—'COME SEPTEMBER' —SCHOOLS WILL REOPEN—GIVE THE KIDS A BRAKE! ALWAYS DRIVE CAREFULLY."* This is indirect advertising, inasmuch as the theatre is not mentioned, and for that reason a municipal tieup with your city's Department of Safety is very possible. If you wanted to do this stunt after September the initial eaption should be *"'COME SEPTEMBER'—OUR SCHOOLS REOPENED. . . ."* For real effeet the initial word "SLOW" should be a plate with lined-through letters indicating speed.

(2) About this time of the year, radio stations and tv stations are beginning to announee their fall schedules of programs. Tie up with one for spot announcements using "COME SEPTEMBER" as a lead off. For instanee: *"COME SEPTEMBER, STATION WKRC-TV (The Cincinnati tieup) WILL OFFER . . .", or "WATCH STATION WKRC-TV—FOR COME SEPTEMBER WE WILL PRESENT. . . ."* This might be augmented somewhere along the linc with one, or both, of the Gina Lollobrigida and Bobby Darin back-to-baek open-end radio interviews. This tie-up embraces 10 spots a day for two weeks in key segments of the station's programming.

Go to work on your lobby displays as far ahead of opening as possible. Universal-International offers a wide selection of fine art material accessories for speeial art panels or standees. Decea stands ready to provide a player for your lobby

SAFETY POSTERS for use on autos, windows, light poles as indirect advertising in conjunction with campaign.



An Exclusive **SHOWMANALYSIS** Prepared by—

CARL JOSEPH FERRAZZA, Director of Theatre Operations Shor Theatres, Cincinnati, Ohio



FERRAZZA

ABOUT THE AUTHOR • Born August 29, 1920, in Cleveland, Ohio, Carl Ferrazza attended St. Marian's Parochial School, Cathedral Latin High School, both in Cleveland, St. John's College and the Catholic University of America in Washington, D. C. First job was managing neighborhood theatres for Louis Bernheimer in Washington. In January, 1945, he joined Loew's Theatres in Washington as student assistant at Loew's Capitol Theatre. He then was transferred to many of their theatres in the midwest. Became manager of the Loew's Ritz in Pittsburgh in April, 1951. In November, 1952, accepted the position of manager of Keith's Theatre, Cincinnati. He opened Keith's on Nov. 11, 1952, for Rube Shor and Peter J. Palazzolo, owners of the S and S Amusement Co. In January, 1960, shortly after the death of Shor, Palazzolo promoted him to the home office, as director of theatre operations, and in charge of advertising and exploitation. On Jan. 25, 1958, he married Nina Hart of Augusta, Georgia. They have two children—Elizabeth Ann, 2½ years, and Mark Joseph, 1½ years. Hobbies are following the fortunes of the Cincinnati Reds (baseball), the Cincinnati Royals (basketball), and the Cleveland Browns (professional football).



HOUSEBOAT ballyhoo on Ohio River opposite downtown Cincinnati was one of the principal stunts for the campaign, garnering considerable public attention in two states.

to plug its "Come September" and "Teenagers," while Columbia has Les Brown and his band with the "Villa Theme." Santo and Johnny, with Canadian-American, and Bobby Darin and his orchestra on ATCO also offer "COME SEPTEMBER." There is no end to the varied advance musical plugging that may be done directly from your lobby.

If there is a well located American Express Agency in your city, from the standpoint of pedestrian traffic, don't overlook this important potential. These branches are already alerted to work with you on the Italian travel angle. The have standard props which can be used; an excellent series of Italian travel posters are available from the exploitation department of Universal-International, and accessory stills—particularly the ones showing Italian scenic backgrounds and highlighting the romance of Italy—all will make for the development of effective eye-catching windows.

There is a little PASSPORT gimmick also available in limited quantities from the U-I exploitation department which will serve as an admirable adjunct for the tourist agencies as a give-away. These PASSPORT booklets should also be used as a cross-plug for the American Express Agency by giving them to patrons of your theatre. They will be a reminder of "COME SEPTEMBER" because they will be taken home as they contain many hints and suggestions for possible foreign travel.

The CRYING PAD is another effective give-away from the theatre. These are the small individual packages of KLEENEX, POND'S or PUFFS. Distribute these to women patrons in advance. Have small my-stick imprinted label reading: *"YOU'LL LAUGH UNTIL YOU CRY WHEN YOU SEE—"COME SEPTEMBER"—WITH ROCK HUDSON AND GINA LOLLOBRIGIDA—(THEATRE & DATE)—USE THIS TO WIPE AWAY YOUR HILARITY TEARS."* The my-stick label is suggested as the regular gummed label will not adhere to the package covering of the paper handkerchiefs. You can be guaranteed that this item will be taken home also.

If available to you, an excellent outdoor ballyhoo is the use of a JEEP or the LAMBRETTA MOTOR SCOOTER mentioned in the press book. Both are featured prominently in the picture. For the JEEP, secure several pretty girls dressed in Italian costume. Have them ride around the crowded

LEFT, Carl Ferrazza, our author, and Charles Fey, Shor Theatres art director, look over the special advance lobby display created for the engagement. RIGHT, the Lambretta Scooter promotion, with pretty gals scooting about town provided an eye-catching plug for the playdate at the Keith.









MAGNIFICENT full-window tieup with American Express Agency office on Cincinnati's crowded Fountain Square served as an arresting part of the campaign. RIGHT, the Merle Norman Shop for cosmetics and negligees also provided a window utilizing suitable photographic material from the film.

downtown areas of your city with the JEEP bannered, *"WE ARE JEEPING AROUND UNTIL 'COME SEPTEMBER' OPENS AT (THEATRE & DATE)"* or such other phrase as you may so desire. These girls, also, could pass out copies of the PASSPORT and CRYING PADS. With the SCOOTER you are more limited. If there are any at all in your community, the number will probably be limited to one or two handled by some independent agency. That is sufficient, however, to have one on display in the lobby of your theatre and as a eross-plug in a cooperative tieup, the dealer could run an ad astride of one and announcing its being on display in your lobby or lounge.

The foregoing should not really come under the heading of *"HOW I WOULD SELL 'COME SEPTEMBER'"* but, rather, *"HOW I AM SELLING 'COME SEPTEMBER'"* because it represents the eampaign here in Cincinnati for the Keith theatre. Everything as outlined is being done.

With the added advantage of the Ohio river adjacent to our business and residential districts we are having a HOUSE BOAT ply back and forth, up and down, by metropolitan Cincinnati, its suburbs, and Coney Island on the one side, and the cities of Newport, Covington, Ft. Thomas, Dayton, and Bellevue on the other. Two 50-foot banners on "COME SEPTEMBER" are on the boat. In addition to the shore views, there is still plenty of river traffic at this time of year from which we benefit.

The Dell Books edition of "COME SEPTEMBER" is a popular item. Here in Cincinnati, the distributors, Marshall News, is co-operating 100 per cent, making available their 10 trucks each carrying two banners plugging both the BOOK and PICTURE. We find this angle a very co-operative outlet for good publieity.

Other angles of the Cincinnati campaign already in effect or in preparation include:

Fifteen full reeord shop windows using 24x20 still mounted art panels plugging Coral platters. These augmented in some instances by Atco, Canadian-American, and Columbia platters.

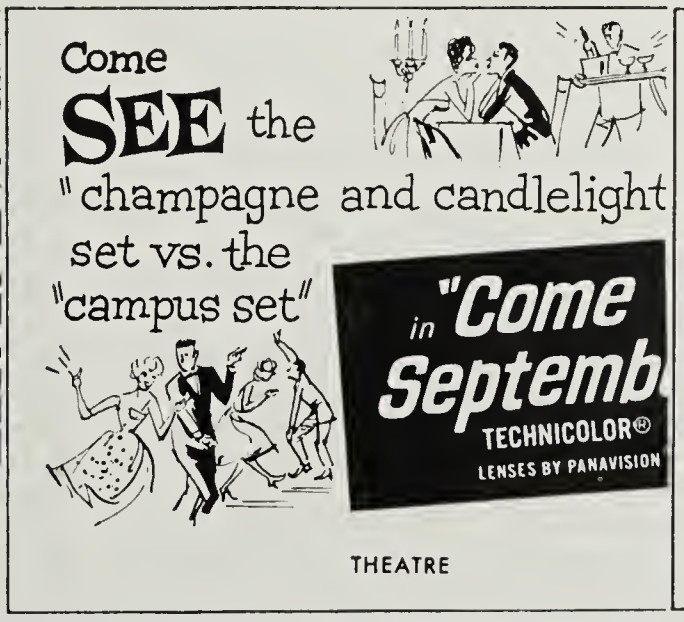
Special restaurant displays: sometimes a small still standee with selling copy, at other times larger.

Murray's Beauty Shop with a full window and two 2 col x 100 line newspaper ads. Merle Norman (eosmetics and negligee) full window display with stills and merchandise. The Bridal Shop display of wedding gowns and aeeoutrements, utilizing wide variety of Gina Lollobrigida stills.

"'COME SEPTEMBER'—THE ACADEMY CONTENDER YOU'LL ALWAYS REMEMBER."

TEASERS capture the fun of the picture and should also capture public interest in playdate.









CANADIAN Highlights

By Harry Allen, Jr.

RECORD COMPANIES and film distributors and exhibitors have found cooperative promotion a two-way street, a survey of Canadian record distributors indicates. Although both are willing to cooperate, all the distributors complain that record dealers fail to take the opportunity to pick up extra dollars. Record promotion managers are enthusiastic at film tie-ins. The most successful promotions, however, are dependent on record albums which hit the charts. Tiff Cook, exploitation director, Famous Players Canadian Corp., found the best tie-ins were on "South Pacific" and "Oklahoma." Whitey Haines, promotion manager, Capitol Records of Canada, Ltd., said he looks for theatre tie-ins when possible. Columbia Records' Frank Jones said promotion results are seen immediately. Quality Records, Canada's largest record distributors, found that the "Ben-Hur" sound track album was helped considerably by the film promotion. Haines tried to keep up to date with new film releases by reading the trade magazines, and keeping open his lines of communication to the film distributors and exhibitors. He supplies album covers, silk screen one-sheets, contests, record give-aways, theatre passes to assist in promotion of the albums and films. Haines worked out a promotion on "Ocean's 11" built around the number 11.

ODEON THEATRES (CANADA), LTD., and Famous Players Canadian Corp., Ltd., have worked out yet another pooling arrangement. This was in Peterboro, Ont., where Odeon will operate Famous' Paramount, in addition to the Odeon. The Capitol, previously owned and operated by Twentieth Century Theatres, was purchased by Famous, but will not be reopened. Result is two theatres in Peterboro instead of three. Jim Chalmers will manage the Paramount, as well as be city supervisor. Kerry Gilmor will manage the Odeon. He moves from the Odeon, Trenton, which was closed and sold to Twentieth Century Theatres.

LEADING BRITISH and American film censorship figures will join the annual meeting of the Provincial Censors of Motion Pictures at their meeting in Regina, Sept. 18 to 21. Lord Morrison of Lambeth, head of the British Board of Film Censors, who will attend with the secretary of the board, John Trevelyan, will address the meeting. Americans attending will include Dr. Hugh M. Flick, Associate Commissioner of Education for the State of New York; Louis Pesce, director of the New York State Board of Film Review; and Sydney R. Dreben, assistant corporation council of the city of Chicago, whose responsibilities include appeals. At the last meeting of the Provincial Censors of Motion Pictures at Saint John, N. B., the censors asked for the end of "obvious excesses" by enforcement of the Production Code and greater interest by parents in the recommendations of censor boards. President of the group is W. E. Murray, chairman of the censors of the Saskatchwan Theatres and Cinematographs Branch. The secretary is John S. Evans, Ontario Theatres Branch and Board of Censors.

LONDON (*Continued from page 10*)

Ken was able to report that "Guns" in the UK has garnered 500,000 pounds ($1,400,000) in its first 45 dates and was no doubt the first pictures to reach such a total in so short a time here. It is showing at advance prices mainly on a road show basis. In Dublin, it has only one week to go at the Savoy to beat the all time length of run set up by "Gone With The Wind."

Then it was Carl's turn. He began by commenting on an all too often taken for granted facet of the industry—that it takes great skill for the distributor to get back the most money. There seems no doubt he is as pleased to be with Columbia as they are proud to have him, for he went on to report 'Guns' had taken a million pounds ($2,800,000) in the States in nine weeks. He was delighted to have seen British films from "Saturday Night" to the "Carry On" series playing in regular houses throughout the continent, and believed he had contributed with "Mouse that Roared" to the breaking down of prejudice to British product.

Carl gave straight answers to every question save one. He could not really explain the phenomenal success of "Guns," especially in view of the shadows cast by the Berlin crisis. He had given the matter much thought and believed it could lie in the comment of a midwesterner! "This is a real old fashioned movie in the best tradition of the screen." And Carl readily admits to being no great fan of the *nouvelle vague* movement.

I VISITED the set of another British picture which may rock America next year, "Billy Budd." Peter Ustinov is directing it, with Robert Ryan, Melvyn Douglas, and himself in the starring roles, at the Associated British Elstree studios. An 18th Century frigate had been built on the stage for the night shots which could not be done on location off Spain last month. Mounted on hydraulic rockers, we pitched and tossed with such realism that an ample supply of seasick pills were on hand for those technicians and artists who couldn't take it. Allied Artists will distribute this CinemaScope picture. . . . A singular honor has befallen Sir Philip Warter, chairman of Associated British Picture Corporation. He has been appointed deputy chairman of the nationalized British Railways. In view of the excellent adherence to schedules at the Elstree studios, travellers should look forward to trains arriving on time. There is no truth in the suggestion that in future the name will be changed to Associated British Railways. . . . Congratulations to BLC's David Kingsley on being appointed to the board of the board of the Army Kinema Corporation. . . . Ken Hyman has been in town creating enthusiasm for "Gigot" and talking about "Rhubarb," the acting cat who is really six cats—that must mean 54 lives. . . . Congratulations to ABC's R. Dickson, an assistant manager of Dundee, who has been accepted as a student at the University of California to study motion picture production and aesthetics.

WB Net Income Up, Plus Special Returns

NEW YORK—Warner Bros. Pictures, Inc., reports for the nine months ended May 27, consolidated net income of $4,983,000 representing $4.42 per share and, in addition thereto, $4,511,000 of special income equivalent to $4.00 per share on the 1,125,013 shares of common stock outstanding at that date. The special income represents a dividend of 1,000,000 ordinary shares of Associated British Picture Corporation, Ltd., stock received from a nonconsolidated foreign subsidiary and capital gain realized upon the subsequent sale of the stock less estimated federal income taxes.

The consolidated net income for the corresponding period last year amounted to $4,577,000 representing $3.05 per share on the 1,499,900 shares outstanding at May 28, 1960.

Film rentals including television, sales, etc. amounted to $63,574,000; dividends from foreign subsidiaries not consolidated were $389,000; and profit on sales of capital assets was $523,000 for the nine months ended May 27, 1961, as compared with $66,392,000, $881,000, and $430,000 respectively for the nine months ended May 28, 1960.

Net current assets at May 27, 1961, were $43,392,000 (including $21,303,000 cash and U. S. Government securities) and debt maturing after one year was $5,225,000, compared with $37,688,000 (including $13,950,000 cash and U. S. Government securities) and $4,762,000 respectively, at Feb. 25, 1961.

D-I Unit Names TOA Rep

DALLAS—As an affiliate of TOA, the board of the Texas Drive-In Theatre Owners Association appointed Eddie Joseph of Austin as their representative on the TOA board. A contingent of some 25 Texans have announced plans to attend the New Orleans TOA convention. The Texas group will have its 10th annual convention in Dallas on Feb. 13-15.

Present at the board session were president Bob Davis, Sherman; S. K. Barry, San Antonio; John L. Fagan, Borger; Tim Ferguson, Grand Prairie; Rubin S. Frels, Victoria; Edward Joseph, Austin; Moran K. McDaniel, LaMarque; A. R. Milentz, Liberty; W. D. Mount, Floydada; R. A. Noret, Lamesa; Boyd F. Scott, Dallas; Philip C. Tidball, Fort Worth; August J. Valentine, Lockhart; Edwin Tobolowsky, general counsel, Dallas; and Don C. Douglas, executive secretary.

Legion Classifies "King" In "Separate" Category

NEW YORK—"King of Kings," the Samuel Bronston production for MGM release, has been "separately" classified by the National Legion of Decency, it was announced by the Rt. Rev. Monsignor Thomas F. Little, executive secretary of the Roman Catholic reviewing organization. A separate classification is given to certain films, which, while not morally offensive in themselves, require some analysis and explanation as a protection to the uninformed against wrong interpretations and false conclusions.

The observation accompanying this classification of "King of Kings" is as follows: "While acknowledging the inspirational intent of this motion picture, the poetic license taken in the development of the life of Christ renders the film theologically, historically, and scripturally inaccurate."

Perakos Lauds Fetes; Finds Optimism Abroad

HARTFORD, CONN.—Sperie P. Perakos, general manager of Perakos Theatre Associates, newly-returned from an extensive European stay in conjunction with release of "Antigone," financed by Norma Film Productions, anticipates key city October openings of the Greek classic.

As Norma president, he attended the Berlin International Film Festival and then concluded negotiations in Paris, London, and other European points for fall openings of the attraction which stars Irene Papas. George Tzavallos directed the drama in Greece, budgeted just under $200,000.

"I cannot overemphasize the need of exhibition," he told MOTION PICTURE EXHIBITOR, "to be ever mindful of the tremendous promotional impact derived from the international film festivals. In an atmosphere of keen competition and wonderful industry rapport, the film industry gets a much-required impetus carrying over into daily routine."

Mr. and Mrs. Perakos will host Eddie Constantine, top French film player, at their New Haven home in mid-September; Mr. and Mrs. Constantine hope to tour New England with their two children upon completion of his currently-shooting "Karting."

"To those skeptics among us who can only spell out gloom and discouragement, I say they should go out into the world and meet with people of the calibre of Eddie Constantine, Lilli Palmer, Charlton Heston, and Miss Papas, among whom I met in Europe, and they, too, will come away with renewed vigor and reaffirmation of faith in the motion picture medium."

He is more aware than ever of the box-office potential of the motion picture theatre. "We're looking hopefully to the breaking of all existing long-run records for any motion picture in Connecticut with U-I's 'Spartacus' at our Elm, West Hartford. We want to go well into the winter with it. It opened this past June 28."

At the same time, Perakos announced appointment of Maurice Lemoin as manager of the State, Jewett City, Conn., succeeding Leonard Kupstas, resigned to join Stanley Warner as assistant manager, Strand, Hartford. Dorothy Gazzara, with Perakos Theatre Associates for 14 years, is to manage the Strand, Thompsonville, Conn., while Thomas C. Grogan recovers from a heart attack.

Gordon Joins Col. Studio

HOLLYWOOD — Veteran motion picture executive Billy Gordon has been named executive in charge of talent for Columbia Pictures, it was announced by Samuel J. Briskin, vice-president in charge of west coast activities for Columbia.

Formerly with 20th Century-Fox for 14 years as executive head of casting and talent, Gordon will continue to expand the previously announced Columbia policy of the development of young players.

"Nuremberg" Bow For U.N.

NEW YORK — Robert S. Benjamin, national chairman of the United States Committee for the United Nations, announced that the American premiere performance of Stanley Kramer's UA release, "Judgment at Nuremberg" on Dec. 19 at the Palace, New York, will be held for the benefit of the Committee. He also announced that Mrs. William Zeckendorf, Jr., will be chairman of the event.

Col. To Sponsor ABC-TV News Show To Promote "Devil At 4 O'Clock"

NEW YORK—In a unique move of significance to both the motion picture and television industries, Columbia Pictures will sponsor the American Broadcasting Company's television news show, "Evening Report," for one month this fall to promote the new Columbia release, "The Devil at 4 O'Clock." The announcement was made at a joint press conference in the Columbia Pictures home office in New York by Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising and publicity, and James C. Hagerty, ABC vice-president in charge of news, special events, and public affairs.

This will mark the first time that a movie company will sponsor a continuing network television show in behalf of a single motion picture. "The Devil at 4 O'Clock" will premiere around the country in mid-October.

Beginning Sept. 25, Columbia will be alternate sponsor of the 15-minute 6:00 p.m. show along with E. R. Squibb & Sons.

Commenting upon Columbia's participation in this new venture, Rosenfield stated that his company places tremendous faith in the value of television advertising. "We have achieved outstanding results with our television campaigns in recent years," he said, "but we have not begun to fully utilize the medium."

"The sponsorship of this show," he continued, "is just one aspect of our promotional campaign, scheduled as the largest national mass communications buy in the history of Columbia. The campaign also includes national magazine ads to coincide with the opening of the film and additional expenditures in other media."

James C. Hagerty noted that "Columbia's purchase of part-sponsorship in the 'ABC Evening Report' means more than merely the addition of a new sponsor for our news programs. It emphasizes the fact that more Americans than ever before are getting their news from television; that the 15-minute evening report has become an important part of the family schedule, coming as it does when the family is at home for the dinner hour."

Leonard H. Goldenson, president of the ABC parent company, American Broadcasting-Paramount Theatres, Inc., said, "ABC is happy to welcome Columbia Pictures as a participating sponsor of 'ABC Evening Report,' and we consider it a happy blending of the visual media. With my roots both in television and in the motion picture industry, I get a personal satisfaction out of this association.

"Columbia Pictures will be promoting its films to a representative television audience which, I am sure, is as interested in good films as it is in good news reporting."

Walter Weir, chairman of the executive committee of Donahue & Coe, the advertising agency that handled the buy, said, "This is not the first time that the motion picture industry has employed television to promote its product. It is, however, the first time it has co-sponsored a show, which brings us a long way from the time, not so many years ago, when Hollywood considered even a 20-second spot a wholly unnecessary payment of tribute to the enemy. Since then, of course, each has found the other an invaluable ally. Now, in co-sponsoring ABC's new 'Evening Report,' Columbia Pictures makes the union of these two great media even more exciting and productive."

Hagerty hoped that this initial experiment was the start of a marriage between the motion picture and television industries.

Rosenfield opined that since "The Devil at 4 O'Clock" was one of the most important pictures ever to be released by the company, it was important that an important launching pad be found and he thought that this national program was it. The program should condition audiences to attend the minimum of 100 top theatres throughout the country that will be playing the picture in mid-October.

He thought that newspapers continue to be the cornerstone of motion picture advertising but they face a challenge from the television industry and will be forced to examine their editorial and advertising stands. He was disturbed by the sterility of the amusement pages, calling them no longer dynamic and no longer able to command the reader audiences they once did. He reported that in excess of $250,000 will be spent on this and other TV time.

Advertising and publicity director Robert Ferguson reported that 130 stations will carry the program and the sponsoring messages with a potential present of 46,900,000 homes.

Fox Films To Inflight

NEW YORK—Twentieth Century-Fox is the latest of the major distributing companies to conclude arrangements with Inflight Motion Pictures for the showing of key summer and fall product on jet airplanes, it was announced by David Flexer, president of Inflight.

"The Big Gamble," starring Juliette Greco, Stephen Boyd, and David Wayne, is the first on the 20th-Fox schedule to be booked on the domestic and international routes of TransWorld Airlines, which is currently carrying the Inflight service.

Inflight's first-run, pre-release product is now coming from United Artists, Universal, Metro-Goldwyn-Mayer, and Columbia, in addition to 20th-Fox.

Flexer has named Robert Pigue chief booker for the company. Pigue, long associated with Flexer in buying product for theatres in the south, has moved to New York to assume his new duties.

Exhibs Ready Pay-TV Appeal

LITTLE ROCK, ARK.—Counsel for exhibitors opposing pay-TV—Independent Theatre Owners of Arkansas, United Theatres, and Rowley United Theatres—have prepared a court appeal against the recent decision of the Arkansas Public Service Commission in the Midwest Video Corporation case.

Midwest, which has a franchise for Telemeter, had asked for and received an order from the Commission instructing the Southwestern Bell Telephone and Telegraph Company to file a schedule of rates for establishing and maintaining a closed circuit system for Midwest's proposed Telemeter operation.

The exhibitors, as intervenors, had challenged the jurisdiction of the Commission but the Commission dismissed the challenge and issued its ruling July 30. The exhibitors then asked for a rehearing as a required step before going to court, and when the Commission denied this, the exhibitor attorneys prepared their court briefs.

ALBANY

The appointment of Daniel R. Houlihan as Paramount's Buffalo manager means the "return" to the Albany exchange area of a familiar figure, the reactivated small-staff Paramount office here being a sub-unit of Buffalo. Houlihan worked for 20th-Fox here a long time, advancing to manager. Later, he directed the Paramount branch, until it was closed. The company then sent him to Boston. . . . Sept. 27 had been set for the openings of 20th-Fox's "Francis Of Assissi" in Albany, Schenectady and Troy. The picture had originally been scheduled to premiere at Fabian's Palace, Albany, Aug. 16; but this and other key city dates were postponed to await the return of children to school. However, the film played a group of summer situations in late August. . . . Klein's Sunset Drive-In played "Exodus" first run in the Hudson area at $1.25 admission. . . . A group of 15 Franciscan priests from St. Anthony-on-Hudson viewed a special screening of "Francis Of Assissi" in the 20th-Fox projection room; and John Wilhelm, Fox branch manager, said a Franciscan organization will be the sponsor of the Albany premiere. . . . Reginald Clark is new owner of the Palace, Lake Placid. He was once associated with the theatre when it was under Ernie Dodd's ownership.

ATLANTA

Spence Steinhurst, southern district publicity chief for International Pictures, has been transferred to the home office in Hollywood. . . . Thomas Higginbotham has been named as assistant to Howard Rutherford at Loew's Grand here . . . Edward Goodman, MGM booker, has resigned from the company. . . . Greta Cochram, secretary at Wil-Kin Supply Company, is now married to Robert L. Coble. . . . The Martin, formerly the Ritz, Talladega, Ala., has reopened after a remodeling program. Robert Coxe, manager since March, 1942, presented orchids to the first 200 women attending the opening. . . . Following a special screening of Columbia's "Guns Of Navarone" at the Fox, Carl Foreman, producer, was presented with a citation "of gratitude and a symbol of sincere esteem" for his work on the film by the Hellenic-American Societies of Georgia. . . . Two pictures banned by the Atlanta censor board, "The Birth Of Twins" and "Wasted Lives," are in their second month at Oscar Kilgo's 85 Drive-In, Fayetteville, Ga., and continue to play to capacity business. . . . The Martin Booking Office bowling team racked up a three to one win over the Variety five. . . . The Fountain Drive-In, Lakeland, Ga., has been taken over by Harry Gravitt from Robert Dain. Tom Jones Agency will handle the bookings. . . . E. M. Box has taken over the Geraldine, Ala., changing the name from Gerald to Sande. . . . Bernice Hinton, president, and Martha Chandler were named WOMPI delegates to the national convention at Charlotte, N.C., Sept. 22-24.

BOSTON

20th Century-Fox's Boston office played host to a two day area meeting of executives, called by Glenn C. Norris, general sales manager, to discuss forthcoming releases and general business for the balance of the year. Heading the list of executives were Norris; Clayton Pantages, eastern division manager; and branch manager Al Levy, Boston; Bennett Goldstein, New Haven; John Wilhelem, Albany; Ray Schmertz, Cleveland; Jack Sturm, Buffalo. Also attending were John Peckos, Boston sales manager, and publicists Phil Engel, Boston, and Ralph Buring, Buffalo. . . . Louis Richmond, owner, Kenmore, has bought Joseph E. Levine's "Two Women" to open Aug. 30. George Kraska is handling the press campaign for the picture, and plans are underway to bring in Sophia Loren for the opening of the film. . . . A holdup at the Capri, where "Raisin in the Sun" is playing, was rough on assistant manager James Martell, who was roughed up by the robbers, who made off with petty cash, some of it earmarked for the Jimmy Fund.

BUFFALO

Dan Hollihan has arrived in Buffalo from Boston, where he was branch manager for Paramount, to take over the management of the Buffalo office of the same company, succeeding Frank Saviola, who has been named city sales manager. Saviola has been branch manager for the past year and has been associated with the local Paramount branch in various capacities for many years. . . . Charles E. Kurtzman, general manager, Loew's Theatres, was a Buffalo visitor for conferences with Maurice Druker, Buffalo general manager, Loew-Shea setup, and inspected the local properties of the company. . . . John Ingram, former conductor of the orchestra in Shea's Buffalo in the days of the Publix revues, died of a stroke in Sisters' Hospital. Ingram was an organizer in 1932 of the Buffalo Symphony Orchestra, a forerunner of the Buffalo Philharmonic.

CHICAGO

Duncan R. Kennedy has resigned as vice president of Great States Theatres; and will purchase the Starview Drive-In. . . . George Regan Film Distributing Corporation and Prudential Service Corporation has combined operations. George Regan is now vice president and general sales manager of Prudential while Thomas Dowd is now vice president and general sales manager, George Regan Company. This consolidation will enlarge the sales and service of the companies to include the entire midwest. . . . Sheridan Drive-In is being black-topped. . . . John Praught, manager, Bryn Mawr, increases attendance by giving a free pass to a customer who attends four times within two months. Free coffee is also offered. . . . The Dundale Drive-In had its grand opening. L. R. Jelinek is manager. . . . Mrs. Hazel Friedman, cashier, State, for over 30 years, passed away. . . . Paul Wekker, from Denver, joined Paramount as salesman here. . . . Nat Nathanson returned from New York to arrange for the Dec. 19 opening of "El Cid" at the Cinestage. . . . George Weinberg, retired from Warners, died here.

CINCINNATI

The 28th annual golf party sponsored by Variety Tent Three was held at Summit Hills

Film Exchange and Dealer Listing for the DES MOINES FILM TERRITORY

A CONTINUING SERVICE • that will be re-edited and re-published at 8-month intervals

• *Film Distributors*

COLUMBIA, 1003 High St.—CHerry 3-0105
Br. Mgr.: Joseph H. Jacobs. Office Mgr. and Booker: Bill Lyons. Booker: Bill Dippert. Cashier: Faye Tysdal. Shipper: Jack Ricketts. Emerg. Phone: BLackburn 5-0313.

METRO-GOLDWYN-MAYER, 1216 High St.—ATlantic 8-1071
Br. Mgr.: L. H. Smith. Office Mgr.: Darryl M. Johnson. Sales: Howard Dunn, Fred Fejfar. Cashier: Helen Hansen, Shipper: Chester C. Howser. Emerg. Phone: BR 6-3849.

PARAMOUNT, 1125 High St.—ATlantic 8-3638
Br. Mgr.: Chuck Caligiuri. Office Mgr.: J. E. Winn. Sales: Ken Bishard, J. McGlynn, Lynn Pitts. Bookers: Sam Rich, Joyce Brain. Cashier: Mildred Babcock. Shipper: Joseph Mauro. Emerg. Phone: CRestwood 4-1230.

REALART, 1120 High St.—ATlantic 2-6583
Br. Mgr.: Bill Field. Emerg. Phone: CRestwood 9-7444.

20TH CENTURY-FOX, 1300 High St.—CHerry 4-4281
Br. Mgr.: D. S. Gold. Sales: Stanley Soderberg. Bookers: Adda Rose Beaty, Marie Slatkoske. Cashier: Carrie Faber. Shipper: Robert C. Boots. Emerg. Phone: CRestwood 9-8318.

UNITED ARTISTS, 1300 High St.—CHerry 4-2115
Br. Mgr.: Eugene Jacobs. Sales: Henry Peterson. Booker: Dorothy Pobst. Emerg. Phone: None.

UNIVERSAL INTERNATIONAL, 1005 High St.—CHerry 4-4219
Sls. Mgr.: Ralph G. Olson. Sales: Frank Zanotti. Head booker: Thelma Washburn. Emerg. Phone None.

WARNER BROS., 209 Plymouth Bldg., 10th and Walnut—CHerry 4-3297
Br. Mgr.: Joe Young. Office Mgr. and Booker: Joe Ancher. Sales: Norman Holt. Cashier: Myrtle Bechtel. Emerg. Phone: ATlantic 2-6886.

• *Supply Dealers*

DES MOINES THEATRE SUPPLY CO., 1121 High St.—CHerry 3-6520 Emerg. Phone: CHerry 3-1816
NATIONAL THEATRE SUPPLY CO., 1120 High St.—ATlantic 8-3097 Emerg. Phone: WO 7-4668.

• *Screen Trailers*

NATIONAL SCREEN SERVICE, 1005 High St.—CHerry 4-3911
Office Mgr.: Carl Sokolof. Sales: Bill Luftman. Emerg. Phone: BLackburn 5-0298.

• *Signs, Advertising and Printing*

NATIONAL SCREEN SERVICE, 1005 High St.—CHerry 4-3911

• *Film Delivery Services*

FILM TRANSPORTATION CO., 214-15th St.—ATlantic 8-9721
INLAND FILM DELIVERY, 214-15th St.—ATlantic 8-9721
IOWA FILM DELIVERY, 214-15th St.—ATlantic 8-9721
IOWA FILM DEPOT, 214-15th St.—ATlantic 8-9721

A SPECIAL SERVICE . . . only in MOTION PICTURE EXHIBITOR

Watch for them!

NEXT!
Washington, D. C. Territory
Issue of September 13
Los Angeles Territory
Issue of September 20

Save Them!

THE Tip-off ON BUSINESS

An Exclusive MOTION PICTURE EXHIBITOR Estimate, based on data assembled by an experienced field staff, and drawn from other industry sources.

Average reported grosses for a preceding 13-week period are used as a comparative. This estimate covers features in more than 300 first-run engagements.

*INDICATES ESTIMATED AVERAGE WEEKLY GROSS OF THEATRE FOR THE FIRST 13 WEEKS OF 1960

OTHER FIGURES INDICATE ESTIMATED AVERAGE WEEKLY GROSS OF THAT THEATRE FOR THIRD 13 WEEKS OF 1960.

ABSENT MINDED PROFESSOR (BV)
Radio City, New York ($163,100) 7 wk. 104%
Music Hall, Seattle ($7,100) 5 " 176%
Memorial, Boston ($17,900) 5 " 115%
State-Lake, Chicago ($25,000) 11 " 110%
Michigan, Detroit ($20,300) 5 " 97%
Fox, San Francisco ($12,300) 4 " 117%
Stanley, Philadelphia ($18,700) 8 " 88%
Brown, Louisville ($8,700) 5 " 146%
Loew's Midcity, St. Louis ($11,300) 6 " 107%
State, Omaha ($5,200) 5 " 146%
Music Box, Seattle ($5,700) 5 " 97%

ADA (MGM)
Orpheum, Seattle (No. Ave.) 1 " Ave. $5,000

ANGEL BABY (AA)
Palms, Detroit ($24,800) 1 " 71%
Paramount, Boston ($16,800) 1 " 88%
Admiral-Chief-Skyvue, Omaha (No. Ave.) 1 " Ave. $10,000
Randolph, Philadelphia ($13,000) 1 " 60%
Golden Gate, San Francisco ($19,700) 1 " 61%

BY LOVE POSSESSED (UA)
United Artists, Chicago ($20,800) 4 " 82%
Stanton, Philadelphia ($13,400) 4 " 75%
Madison, Detroit ($16,000) 2 " 98%
United Artists, San Francisco ($13,500) 2 " 71%
Paramount, Seattle ($12,300) 2 " 60%
Orpheum, Boston ($12,400) 3 " 113%
Loew's, St. Louis ($13,000) 2 " 123%
Chief-Skyvue, Omaha (No. Ave.) 2 " Ave. $8,300
Capitol, New York ($45,900) 5 " 62%
United Artists, Louisville ($9,000) 2 " 117%

COME SEPTEMBER (U-I)
Kentucky, Louisville ($7,600) 1 " 119%
Fox, St. Louis ($14,300) 1 " 210%
Golden Gate, San Francisco ($19,700) 1 " 127%

DEADLY COMPANIONS (PATHE)
Loew's, St. Louis ($13,000) 1 " 81%
Warfield, San Francisco ($10,000) 1 " 75%

EXODUS (UA)
Warner, New York ($21,900) 36 " 114%
Saxon, Boston ($18,400) 28 " 123%
Cine Stage, Chicago (No. Ave.) 31 " Ave. $20,500
Boyd, Philadelphia ($21,700) 25 " 100%
Mercury, Detroit ($14,300) 18 " 140%
Alexandria, San Francisco ($12,500) 20 " 130%
Blue Mouse, Seattle ($10,600) 11 " 103%
Esquire, St. Louis ($12,500) 12 " 99%
Admiral, Omaha (No. Ave.) 5 " Ave. $7,400
Brown, Louisville ($8,700) 6 " 117%
Ambassador, St. Louis ($10,700) 4 " 112%
United Artists, San Francisco ($13,500) 3 " 98%

FANNY (WB)
Blue Mouse, Seattle ($10,600) 6 " 66%
Randolph, Philadelphia ($13,000) 7 " 104%
Esquire, St. Louis ($12,500) 7 " 106%
Radio City, New York ($163,000) 7 " 114%
Saxon, Boston ($18,400) 7 " 105%
Mary Anderson, Louisville ($6,100) 5 " 97%
Madison, Detroit ($16,000) 6 " 92%
Chicago, Chicago ($28,100) 6 " 121%
Omaha, Omaha ($7,700) 2 " 100%
Paramount, San Francisco ($15,200) 3 " 121%

FRANCIS OF ASSISI (20TH-FOX)
Warfield, San Francisco ($10,000) 3 " 114%
Paramount, Boston ($16,800) 2 " 61%
Oriental, Chicago ($27,000) 3 " 84%
Rivoli, New York ($24,800) 4 " 137%
Stanley, Philadelphia ($18,700) 3 " 63%
Grand Circus, Detroit ($13,000) 2 " 115%

GIDGET GOES HAWAIIAN (COL.)
Fifth Avenue, Seattle ($7,900) 3 " 102%
St. Louis, St. Louis ($12,500) 2 " 104%
Michigan, Detroit ($20,300) 2 " 81%
United Artists, Louisville ($9,000) 1 " 100%
Pilgrim, Boston ($9,500) 1 " 95%

GOODBYE AGAIN (UA)
Astor, New York ($25,900) 8 " 81%
Fine Arts, New York ($9,900) 8 " 100%
Goldman, Philadelphia ($12,800) 5 " 77%
Michigan, Detroit ($20,300) 2 " 81%
United Artists, San Francisco ($13,500) 3 " 74%
United Artists, Chicago ($20,800) 3 " .. 81%
Admiral-Chief-Skyvue, Omaha (No.Ave.) 1 " $11,500

GUNS OF NAVARONE (COL.)
Criterion, New York ($27,300) 9 " 219%
United Artists, Detroit ($19,700) 7 " 101%
State-Lake, Chicago ($25,000) 8 " 128%
St. Francis, San Francisco ($13,200) 8 " 139%
Fox, Philadelphia ($14,800) 6 " 196%
Loew's, St. Louis ($13 000) 5 " 134%
Gary, Boston ($10,300) 6 " 258%
Orpheum, Omaha ($8,700) 3 " 143%
Fifth Avenue, Seattle ($7,900) 3 " 152%
United Artists, Louisville ($9,000) 2 " 145%

HOMICIDAL (COL.)
Palms, Detroit ($24,800) 2 " 80%
Paramount, San Francisco ($15,200) 2 " 110%
Coliseum, Seattle ($8,600) 2 " 107%
Omaha, Omaha ($7,700) 1 " 117%
Pilgrim, Boston ($9.500) 1 " 98%
Stanton, Philadelphia ($13,400) 3 " 99%

HONEYMOON MACHINE (MGM)
Warfield, San Francisco ($10,000) 2 " 115%
Woods, Chicago ($25,100) 1 " 116%
Stanley, Philadelphia ($18,700) 1 " 70%
Omaha, Omaha ($7,700) 1 " 94%
Blue Mouse, Seattle ($10,600) 2 " 61%

HOUSE OF FRIGHT (AIP)
Admiral-Chief Skyvue, Omaha (No Ave.) 1 " Ave. $10,000

LADIES MAN (PAR.)
Oriental, Chicago ($27,000) 3 " 90%
Palms, Detroit ($24,800) 2 " 71%
St. Louis, St. Louis ($12,500) 2 " 112%
Pilgrim, Boston ($9,500) 1 " 85%
Omaha, Omaha ($7,700) 1 " 138%
Ohio, Louisville (No. Ave.) 3 " Ave. $6,300
Coliseum, Seattle ($8,600) 2 " 100%
Paramount, San Francisco ($15,200) 2 " 112%

LA DOLCE VITA (ASTOR)
Henry Miller, New York (No Ave.) 18 " Ave $22,800
Gary, Boston ($10,300) 12 " 132%
Todd, Chicago (No Ave) 10 " Ave $18,500
Boyd, Philadelphia ($21,700) 5 " 75%
Clay-Larkin, San Francisco (No Ave.) 5 " Ave. $21,000
T-L Krim, Detroit ($5,200) 6 " 360%
Music Box, Seattle ($5,700) 5 " 117%

LAST SUNSET (U-I)
State-Lake, Chicago ($25,000) 3 " 79%
Orpheum, Omaha ($8,700) 1 " 86%
Fox, St. Louis ($14,300) 2 " 112%
Palace, New York ($22,500) 6 " 90%
Music Box, Seattle ($5,700) 2 " 95%
Goldman, Philadelphia ($12,800) 4 " 82%
Golden Gate, San Francisco ($19,700) 3 " 70%
Kentucky, Louisville ($7,600) 3 " 82%
Metropolitan, Boston ($11,600) 3 " 91%

LOVE IN A GOLDFISH BOWL (PAR.)
Omaha, Omaha ($7,700) 1 " 61%
Golden Gate, San Francisco ($19,700) 1 " 60%

MARINES LET'S GO (20TH-FOX)
Fox, Detroit ($12,600) 1 " 111%
Paramount, New York ($32,700) 1 " 73%
Paramount, Boston ($16,800) 1 " 60%

MASTER OF THE WORLD (AIP)
Stanton, Philadelphia ($13,400) 1 " 71%
Palms, Detroit ($24,800) 1 " 70%
Fox, San Francisco ($12,300) 1 " 124%
Admiral-Chief-Skyvue (No Ave.) 1 " Ave. $11,000

MORGAN THE PIRATE (MGM)
Loew's, St. Louis ($13,000) 1 " 71%
Warfield, San Francisco ($10,000) 2 " 100%
State, Omaha ($5,200) 1 " 99%
United Artists, Louisville ($9,000) 1 " 66%
Music Hall, Seattle ($7,100) 1 " 60%
Fox, Detroit ($12,600) 1 " 96%

NAKED EDGE (UA)
Victoria, New York ($19,000) 8 " 116%
Orpheum, Boston ($12,400) 3 " 100%
Palms, Detroit ($24,800) 2 " 64%
Paramount, Seattle ($12,300) 1 " 63%
Viking, Philadelphia ($7,000) 4 " 156%
Admiral-Chief-Skyvue, Omaha (No Ave.) 1" Ave. $13,500
Oriental, Chicago ($27,000) 3 " ... 132%
Ohio, Louisville (No Ave.) 2 " Ave. $6,300
Loew's Midcity, St. Louis ($11,300) 1 " 106%

NIKKI, WILD DOG OF THE NORTH (BV)
Goldman, Philadelphia ($12,800) 1 " 64%
Fox, San Francisco ($12.300) 2 " 103%
Roosevelt, Chicago ($21,000) 3 " 80%
Music Hall, Seattle ($7,100) 2 " 89%
Michigan, Detroit ($20,300) 2 " 72%
Pilgrim, Boston ($9.500) 1 " 78%
Brown, Louisville ($8,700) 2 " 98%

ON THE DOUBLE (PAR.)
Goldman, Philadelphia ($12,800) 2 " 99%
Rivoli, New York ($24,800) 5 " 76%
Metropolitan, Boston ($11.600) 3 " 122%
Michigan, Detroit ($20,300) 2 " 81%
Esquire, Chicago ($13,500) 5 " 100%
St. Louis, St. Louis ($12,500) 1 " 83%
Paramount, Seattle ($12,300) 1 " 63%

PARENT TRAP (B.V.)
Woods, Chicago ($25,100) 5 " 101%
Capitol, New York ($45,900) 4 " 68%
Midtown, Philadelphia ($10,400) 7 " 92%
Metropolitan, Boston ($11,600) 5 " 112%
Loew's, Midcity, St. Louis ($11,300) 7 " 116%
Fifth Avenue, Seattle ($7,900) 3 " 149%
Grand Circus, Detroit ($13.000) 6 " 112%
United Artists, Louisville ($9,000) 3 " 127%
Fox, San Francisco ($12,300) 3 " 142%
State, Omaha ($5,200) 6 " 154%
Paramount, Seattle ($12,300) 3 " 65%

PLEASURE OF HIS COMPANY (PAR.)
Chicago, Chicago ($28,100) 4 " 80%
Arcadia, Philadelphia ($13,200) 6 " 77%
Golden Gate, San Francisco ($19,700) 4 " 71%
Radio City, New York ($163,100) 5 " 96%
Ambassador, St. Louis ($10,700) 4 " 114%
Grand Circus, Detroit ($13,000) 2 " 131%
Paramount, Boston ($16,800) 4 " 66%
Ohio, Louisville (No Ave.) 3 " Ave. $7,500
Orpheum, Omaha ($8,700) 2 " 102%
Fifth Avenue, Seattle ($7,900) 2 " 106%

RAISIN IN THE SUN (COL.)
Forum, New York ($19,700) 13 " 85%
Adams, Detroit ($9,800) 5 " 119%
St. Francis, San Francisco ($13,200) 3 " 89%
Fifth Avenue, Seattle ($7,900) 1 " 181%
Midtown, Philadelphia ($10,400) 5 " 83%
Orpheum, Omaha ($8,700) 1 " 60%
Roosevelt, Chicago ($21,000) 3 " 87%
Pageant, St. Louis ($4,100) 6 " 68%
Capri, Boston ($8,100) 6 " 111%

ROMANOFF AND JULIET (U-I)
Stagedoor, San Francisco ($5,000) 2 " 130%
Exeter, Boston (No Ave.) 8 " Ave. $5,300
Shady Oak, St. Louis (No Ave.) 5 " Ave. $3,000
Esquire, Chicago ($13,500) 3 " 99%
Mercury, Detroit ($14,300) 1 " 71%

SNOW WHITE AND THE THREE STOOGES (20TH-FOX)
Coliseum, Seattle ($8,600) 1 " 74%
Stanley, Philadelphia ($18,700) 2 " 60%
Paramount, New York ($32,700) 2 " 69%
Fox, San Francisco ($12,300) 1 " 74%
Fox, St. Louis ($14,300) 1 " 112%
Fox, Detroit ($12,600) 1 " 118%
Omaha, Omaha ($7,700) 1 " 104%
Kentucky, Louisville ($7,600) 1 " 61%
Paramount, Boston ($16,800) 1 " 160%

SPARTACUS (U-I)
DeMille, New York (*$13,700) 47 " 150%
McVickers, Chicago (*$16,200) 23 " 104%
Astor, Boston ($8,700) 30 " 112%
Goldman, Philadelphia ($12,800) 22 " 96%
Madison, Detroit ($16,000) 21 " 103%
Music Box, Seattle ($5,700) 15 " 135%
Esquire, St. Louis ($12,500) 16 " 104%
United Artists,San Francisco($13,500) 15 " 122%
Brown, Louisville ($8,700) 8 " 98%
Dundee, Omaha (No Ave.) 13 " Ave. $4,900
Loop, Chicago ($5,000) 9 " 228%
Mercury, Detroit ($14,300) 8 " 97%
Ambassador, St. Louis ($10,700) 3 " 129%
Midtown, Philadelphia ($10,400) 2 " 118%

TAMMY, TELL ME TRUE (U-I)
Golden Gate, San Francisco ($19,700) 2 " 64%
United Artists, Chicago ($20,800) 3 " 107%
Omaha, Omaha ($7,700) 1 " 130%
Fox, St. Louis ($14,300) 2 " 137%
Kentucky, Louisville ($7,600) 4 " 73%
Music Hall, Seattle ($7,100) 3 " 74%
Palace, New York ($22,500) 4 " 82%
Memorial, Boston ($17,900) 3 " 69%

TWO RODE TOGETHER (COL)
Fox, Philadelphia ($14,800) 2 " 81%
Palms, Detroit ($24,800) 2 " 68%
Orpheum, Omaha ($8,700) 1 " 87%
Orpheum, Boston (12,400) 2 " 87%
Roosevelt, Chicago ($21,000) 2 " 96%
Coliseum, Seattle ($8,600) 2 " 74%

VOYAGE TO THE BOTTOM OF THE SEA (20TH-FOX)
Arcadia, Philadelphia ($13,200) 5 " .. 60%
Paramount, New York ($32,700) 3 " 75%
Fox, Detroit ($12,600) 2 " .. 111%
Woods, Chicago ($25,100) 3 " 74%
Fox, San Francisco ($12,300) 2 " ... 101%
Omaha, Omaha ($7,700) 1 " 84%
Fox, St. Louis ($14,300) 2 " 118%
Coliseum, Seattle ($8,600) 2 " 99%

FORE!!!

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Country Club in nearby Kentucky, with James A. Conn, National Theatre Supply manager, winning first prize of $500. Proceeds from outing are used to maintain the Tent's workshop for the handicapped at Goodwill Industries Rehabilitation Center. . . . William Garner, Buena Vista booker and chief barker, Tent Three, who is an instructor of speech therapy at the Goodwill Center, entertained 12 of his pupils at dinner in Variety club rooms recently. He reports that several of his pupils, who had never talked in their lives, are now able to speak. . . . Pete Palozzola, Shor Theatres vice-president, entertained some of his Film Row business associates at a dinner party in his Isle of Capri Restaurant in nearby Kentucky. . . . George H. Kirby resigned recently as salesman for Screen Classics, Inc., and is now associated with Aerolite Products of Cincinnati, manufacturers and distributors for aluminum products. . . . Managers of Chakeres Theatres, headquartered in Springfield, O., have completed plans for an annual "back to school" promotion Sept. 9. . . . M. E. McCray has reopened the Roxy, suburban Lockland, which had been closed for several years. TOC is doing the booking and buying. . . . Robert H. Perkins, manager, new 1,200-car Southland 68 Drive-In, Lexington, Ky., had the opening on Aug. 16. . . . Charles Whisman was planning for late August opening of his new 500-car Starlite Drive-In, Aurora, Ind., with Frank L. Weitzel Booking Service to book and buy. National Theatre Supply has furnished equipment for both drive-ins.

DES MOINES

Leo Young, manager, Dubinsky Bros. Theatres, Sioux City, Ia., has been named manager of three drive-ins at Omaha, Neb. Young has managed the Sioux City theatres for the past five years. Ted Grant of Dubinsky's home office at Lincoln, Neb., will take over the Sioux City spots. . . . Merle R. Blair is celebrating his 38th year as manager and owner, Regent, Cedar Falls, Ia. He took over the house, known then as the Cotton, in 1923.

DETROIT

Home-town producer Herman Cohen came here to promote the highly successful opening of his "Konga." Kleig lights dimmed, he has stayed on to vacation with his family. . . . Straw-in-the-wind: Two things have been noted this past year—Exhibitors, even in the lean product period which ended less than six months ago, were toying with the notion of first-runs in the neighborhoods; also mushrooming availabilities. Neighborhood exhibitors have increasingly been breaking into first runs. Recently, 24 airers and indoor houses opened "Come September" day and date. . . . Diane DeRomedi, secretary to Woodrow R. Praught, president of United Detroit Theatres, was married to William Much. The couple flew to Europe for a three-week honeymoon. . . . In Marysville, Mich., the 10-year-old, 750-car Marysville Drive-In has been sold by veteran exhibitor Alex ("Pop") Slendak. The buyer was Clark Seeley, an associate of Ashmun Bros. circuit of drive-ins of Caro, Mich., which operates around Saginaw and Bay City, Mich. Slendak, retiring after 40 years in exhibition, built the Marysville himself, and has been its sole owner and operator until Aug. 18 when it changed hands. . . . The Studio is now somewhere in the midst of its eighth prosperous month of a slightly risqué film. No papers are refusing the current ads, however, reading "Academy Award Winner Best Song 'Never On Sunday.'"

NEW ORLEANS

The ladies of Variety Club Tent 45 were busy making arrangements for their biggest event of the year, the annual charity fall fashion show and luncheon set for Oct. 5 in the University Room at the Roosevelt Hotel. . . . Variety Club Tent 45 honored Mayor Victor H. Schiro at a "Variety Salutes The Mayor" informal club dinner in the Gold Room of the Roosevelt Hotel. Ernest MacKenna and Dan Brandon were in charge of arrangements. . . . Locally born Jimmy Clanton, starred in a three-day celebration in connection with the saturation booking of his United Artists' release, "Teenage Millionaire." Included were numerous appearances by Clanton on television. Loew's State roped off its Basin Street side for a teenage dance with Mayor Victor H. Schiro leading the festivities.

PHILADELPHIA

William Mansell, was rushed to Hahnemann Hospital for an operation. . . . Jack H. Greenberg has sold the Savoy, Catasauqua, Pa., for use as a gasoline station. . . . Karl Davis, 54, a Wilmington, Del., native who was half Sioux Indian and who made his living appearing in full regalia as Chief Elk, died recently at the Governor Bacon Health Center, Delaware City, Del. He worked frequently with area exhibitors appearing in costume, when films dealing with Indians were shown. His act included fire-eating exhibitions, rope twirling and sign language stories. He recently played at Frontierland, Ocean City, Md., and Adventure Village, Atlantic City, N. J. . . . More competition for Delaware motion picture exhibitors' dollars loomed as the House of Representatives passed a dog racing bill providing for a 1962 referendum in each county. Measure provides for pari-mutuel betting. . . . Dr. Silkini's Asylum Of Horrors re-lit many long-dark stages at a group of Stanley Warner neighborhood houses including the Broadway, Manor, Orpheum, and Leader. Featured were Gargantua—the gorilla, alive; the form of Marilyn Monroe materialized; the earthy apparition of Elvis Presley; etc., etc. . . . Stanley Warner opened the Cheltenham, new theatre in Cheltenham Shopping Center which claims parking for 5,000 cars, with a benefit for the Delaware Valley Chapter of Leukemia Society. Highlights of the opening were the appearance of many celebrities, the Les Harvey Military Band, Skylights, fireworks display, and radio and TV features. The opening film was "The Parent Trap". . . . Edward A. Adelman just returned from Toronto where New Jersey Messenger plans setting up a film inspection center.

ST. LOUIS

Biggest news around the Row is the shifting of offices before the wreckers start in on Mill Creek destruction. Latest move made was by National Screen Service, to 3975 Olive st. NSS was formerly at 3318 Olive st. Howco offices have been moved to 414 Union Blvd. Offices were formerly at 3238 Olive st. . . . Localities are again turning into movie stars with the production of the Bill Stern sports short, "Dogs Afield," made at the Ralston-Purina Wildlife Conservation Farm, Gray's Summit. The film was produced by Columbia and Ralston-Purina. . . . Mr. and Mrs. Monroe Glenn of Fulton announced they will be having a big campaign for the movie "Misty." They plan on giving away one pony the week of Sept. 7. . . . Joe Neger, branch manager of 20th-Fox in Kansas City, was in town to confer with executives here. He is captain of the current sales drive.

1960-1961 FILM SEASON

ANNUAL INDEX

Published annually at the close of each 12-month Film Season, this easily saveable service provides subscribers to MOTION PICTURE EXHIBITOR with a complete annual reference record to all Features: (a) by DISTRIBUTION SOURCE, (b) by ALPHABET, (c) by PRODUCTION NUMBER, (d) by RELEASE DATE, and (e) with complete data on RUNNING TIME, REVIEW DATE, Pink REVIEWS page number, LEGION OF DECENCY CLASSIFICATION, CAST, REVIEWER'S ESTIMATE, etc. Where complete individual REVIEWS sections for the preceding 12 months HAVE been saved, this ANNUAL INDEX serves as the final annual installment and complete annual index. This ANNUAL INDEX should be saved as a record of the complete 12-month Season, even though individual REVIEWS sections through the year may not have been saved.

Please address all inquiries or suggestions relative to this service feature to the Editor of MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Penna.



AUGUST 30, 1961 SECTION TWO VOL. 66, NO. 13

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange or possible running time change. Abbreviations following running time indicate projection and color processes, such as

CS—CinemaScope
DC—DeLuxe Color
EC—Eastman Color
MC—MetroColor
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Totalscope
VV—VistaVision
C—Other color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS — DISTRIBUTED DURING THE PAST 12 MONTHS

6105 **ANGEL BABY**—MD-97m.—Salome Jens, George Hamilton, Mercedes McCambridge—4813 (5-3-61)—Excellent and dynamic film introduces new star
6109 **ARMORED COMMAND**—D-99m.—Howard Keel, Tina Louise—4845 (8-9-61)—Interesting war drama has angles
6108 **BRAINWASHED**—D-102m.—Curt Jurgens, Claire Bloom—4837 (7-12-61)—Good suspense entry for general situations, art spots—German-made; English dialogue.
BRIDGE, THE—D-102m.—Fritz Wepper, Michael Hinz—4817 (5-17-61)—Good war film—German-made; English titles.
6009 **CALTIKI, THE IMMORTAL MONSTER**—MD-75m.—John Merivale, Didi Sullivan—4773 (12-7-60)—Science fiction for the duallers
6106 **DAVID AND GOLIATH**—SP-95m.—(EC; TotalScope)—Orson Welles, Ivo Payer—4817 (5-17-61)—Satisfactory biblical spectacle should prove saleable—Italian-made—dubbed in English.
6102 **DONDI**—CD—100 m.—David Kory, David Janssen, Patti Page—4845 (8-9-61)—Fair programmer
6016 **HEROD THE GREAT**—D-93m.—(EC; Totalscope)—Edmund Purdom, Sylvia Lopez—4773 (12-7-60)—Another Italian-made spectacle—Italian-made; dubbed in English
6014 **HEROES DIE YOUNG**—MD-76m.—Erika Peters, Scott Borland—4789 (2-8-61)—Lower half war melier
6107 **KING OF THE ROARING 20's**—MD-106m.—David Janssen, Dianne Foster—4817 (5-17-61)—Well made and enacted life of a notorious gambler.
6101 **LOOK IN ANY WINDOW**—D-87m.—Paul Anka, Ruth Roman, Alex Nicol—4785 (1-25-61)—Satisfactory programmer has exploitable angles
6103 **OPERATION EICHMANN**—MD-92m.—Werner Klemperer, Ruta Lee—4801 (3-22-61)—Highly exploitable melodrama
6008 **PLUNDERERS, THE**—W-94m.—Jeff Chandler, Dolores Hart—4765 (11-9-60)—Interesting western should appeal to action fans
6006 **RAYMIE**—D-73m.—David Ladd, Julie Adams, John Agar—4757 (10-12-60)—Programmer for family trade
6013 **SERENGETI SHALL NOT DIE**—DOC-84m.—(EC)—Produced by Michael Grzimek and Dr. Bernhard Grizimek—4789 (2-8-61)—Good documentary on Africa
6003 **SEX KITTENS GO TO COLLEGE**—C-94m.—Mamie Van Doren, Tuesday Weld, Marty Milner—4769 (11-23-60)—For the lower half
6010 **TORMENTED**—MD-75m.—Richard Carlson, Juli Reding—4773 (12-7-60)—For the lower half
6015 **UNFAITHFULS, THE**—83m.—Gina Lollobrigida, May Britt, Pierre Cressoy—4813 (5-3-61)—Unsavory tale of Italian society—Italian-made; dubbed in English

COMING FEATURES IN ORDER OF RELEASE

May **TIME BOMB**—Curt Jurgens, Mylene Demongeot
Aug. **TWENTY PLUS TWO**—David Janssen, Jeanne Crain, Dina Merrill

COMING

BIG WAVE, THE—Seesue Hayakawa—Japanese-Made
BILLY BUDD—Robert Ryan, Peter Ustinov
BLOODY BROOD—Barbara Lord, Jack Bett
HITLER—Richard Basehart, Maria Emo
GEORGE RAFT STORY, THE—Ray Danton, Jayne Mansfield, Barbara Nichols

AMERICAN INTERNATIONAL — DISTRIBUTED DURING THE PAST 12 MONTHS

608 **ALAKAZAM THE GREAT**—CAR. 84m.—(C; Matiscope)—Voices of Frankie Avalon, Dodie Stevens, Jonathan Winters—4841 (7-26-61)—Amusing and entertaining cartoon—Japanese-made; English dialogue
506 **AMAZING TRANSPARENT MAN, THE**—MD-60m.—Marguerite Chapman, Douglas Kennedy—4749 (9-14-60)—Lower half science fiction
606 **BEWARE OF CHILDREN**—C-80m.—Leslie Phillips, Geraldine McEwan—4833 (6-28-61)—Fairly amusing import—English
602 **BLACK SUNDAY**—MD-84m.—Barbara Steele, John Richardson—4793 (2-22-61)—Satisfactory horror programmer—Italian-made—Dubbed in English
509 **GOLIATH AND THE DRAGON**—MD-90m.—(Colorscope)—Mark Forrest, Eleanora Ruffo—4777 (12-21-60)—Spectacle should do okay when actively sold—Italian-made; dubbed in English
601 **HAND, THE**—MD-61m.—Derek Bond, Reed De Rouen—4809 (4-19-61)—Gruesome programmer holds interest—England
604 **HOUSE OF FRIGHT**—D-80m.—(C)—Paul Massie, Dawn Addams—4829 (6-14-61)—Effective horror entry—English
508 **JOURNEY TO THE LOST CITY**—MD-95m.(C)—Debra Paget, Paul Christian—4765 (11-9-60)—Exploitable spectacle for the program
603 **KONGA**—90m.—(EC)—Michael Gough, Margo Johns—4793 (2-22-61)—Okay science fiction programmer—English
607 **MASTER OF THE WORLD**—SFD-104m.—(Magna Color; Stereophonic Sound)—Vincent Price, Charles Bronson—4813 (5-3-61)—Well-made, interesting science fiction entry
609 **PIT AND THE PENDULUM, THE**—D-85m.—(C; CS)—Vincent Price, John Kerr, Barbara Steele—4845 (8-9-61)—Well-made horror drama
507 **PORTRAIT OF A SINNER**—D-96m.—Nadja Tiller, Tony Britton—4785 (1-25-61)—Adult love story should interest women in particular—English

TO BE REVIEWED

BLACK MUTINY—(CS; C)—Don Megown, Silvana Pampanini
JOURNEY TO THE 7th PLANET—(C)—John Agar, Greta Thyssen
LOST BATTALION—Leopold Salcodo, Diane Jergens
OPERATION CAMEL—Nora Hayden, Louis Renard
PROFESSIONALS, THE—William Lucas
REPTILICUS—(C)—Bodil Miller

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classifications of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Absent-Minded Professor, The	A1	Misc.
Ada	A3	MGM
Adventure, The		For.
After Mein Kampf		For.
Alakazam, The Great	A1	A-I
Alamo	A1	UA
All Hands On Deck	A1	Fox
•All Fall Down		MGM
All In A Night's Work	A3	Par.
Amazing Transparent Man	A1	A-I
Angel Baby	B	AA
Angry Silence, The	A3	For.
Anna's Sin	A3	Fro.
Armored Command	A3	AA
Atlantis, The Lost Continent	A2	MGM
Atlas		Misc.

PLEASE NOTE . . .

This ANNUAL INDEX, containing complete reference data on *all product between the first issue of September, 1960 and this last issue of August, 1961* (1960-61 SEASON), serves *as a final compendium of all review information.*

CORRECTION

This annual index of the 1960-61 film season is being reprinted this week since it was not carried in its entirety in the Aug. 23 issue. Add this to your permanent files as a quick reference to the complete season's product. In the Sept. 13 issue, MOTION PICTURE EXHIBITOR will start the complete reviewing record of the 1961-62 season, and additional data on the 1960-61 season will be carried until the record is complete.

Back issues of REVIEWS are available for purchase on request at the Exhibitor Bookshop.

B

•Bachelor In Paradise		MGM
•Bachelor Flat		Fox
•Back Street		U-I
Ballad Of A Soldier	A2	For.
Barefoot Mailman, The—RE	A1	Col.
Battle At Bloody Beach	A2	Fox
Belles And Ballets		For.
Beware Of Children	A2	A-I
Big Deal On Madonna Street, The	A3	For.
Big Gamble, The	A1	Fox
•Big Wave, The		AA
Big Show, The	B	Fox
•Billy Budd		AA
Bimbo The Great	B	WB
•Bird Man Of Alcatraz, The		UA
Black Sunday	A2	A-I
Blast Of Silence	A3	U-I
•Blood and Roses	B	Par.
•Bloody Brood		AA
•Blue Hawaii		Par.
Blueprint For Robbery	A2	Par.
Born Yesterday—RE	B	Col.
•Boy Who Found $100,000	A1	UA
Boy Who Stole A Million, The	A1	Par.
Brainwashed	A2	AA
•Breakfast At Tiffany's	A3	Par.
Breath of Scandal, A	B	Par.
Breathless	C	For.
Bridge, The	A2	AA
Bridge To The Sun		MGM
Buffalo Gun		Misc.
Butterfield 8	B	MGM
By Love Possessed	A3	UA

C

Caltiki, The Immortal Monster		AA
Canadians, The	A2	Fox
•Cape Fear		U-I
Career Girls On A Naked Holiday		Misc.
Carthage In Flames	B	Col.
•Cat Burglar, The	A2	UA
Cheaters, The		For.
•Children's Hour, The		UA
Cimarron	A1	MGM
Cinderella	A1	Par.
•Claudelle Inglish	A3	WB
•Cleopatra		Fox
Code Of Silence		Misc.
•Colossus Of Rhodes, The		MGM
Come Dance With Me	C	For
Come September	A3	U-I
•Commancheros, The		Fox
Confess, Dr. Corda		For.
Cool Wind In August, A	C	Misc.
•Couch, The		WB
•Counterfeit Traitor, The		Par.
Cow And I, The	A2	For.
Crowning Experience, The	SP	Misc.
Cry Freedom		For.
Cry For Happy	B	Col.
Curse Of The Werewolf	B	U-I

D

Dark At The Top Of The Stairs, The	A3	WB
David and Goliath	A1	AA
Days Of Thrills And Laughter	A1	Fox
Dead One, The		Misc.
Deadly Companions, The	A2	Misc.
Desert Attack	A1	Fox
Desire In The Dust	B	Fox
•Devil At 4 O'clock, The		Col.
Devil's Commandment, The		For.
Dog, A Mouse and A Sputnick, A		For.
Dondi	A1	AA
Don Quixote—USSR	A2	MGM
•Double Bunk		For.
•Double Trouble		Fox
Dr. Blood's Coffin	A2	UA

E

Elephant Walk—RE	A2	Par.
End of Innocence	A3	For.
Entertainer, The	B	For.
•Errand Boy, The		Par.
Escape From Terror		Misc.
•Escape From Zahrain		Par.
Esther And The King	B	Fox
•Everything's Ducky		Col.
Exodus	A3	UA
•Explosive Generation, The		UA

F

Fabulous World of Jules Verne	A1	WB
Facts Of Life, The	A2	UA

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

449-R **BAREFOOT, MAILMAN, THE**—MD-83m.—(SuperCinecolor)—Robert Cummings, Terry Moore—4753 (9-28-60)—Interesting program for duallers—Reissue

BORN YESTERDAY—C-103m.—Judy Holliday, Broderick Crawford—4797 (3-8-61)—Highly entertaining adult comedy reissue—Reissue

CARTHAGE IN FLAMES—MD-95m.—(TC; TE)—Anne Heywood, Jose Suarez—4785 (1-25-61)—Historical spectacle for the program—Dubbed In English—Italian-made

529 **CRY FOR HAPPY**—C-110m.—(CS; EC)—Glenn Ford, Donald O'Connor, Miiko Taka—4785 (1-25-61)—High rating, laugh-loaded comedy has names and angles

539 **FIVE GOLDEN HOURS**—C-90m.—Ernie Kovacs, Cyd Charisse—4818 (5-17-61)—Funny idea misses big laughs—Made In England

601 **GIDGET GOES HAWAIIAN**—C-102m.—(EC)—James Darren, Deborah Walley—4825 (5-31-61)—Cute entry for the program

603 **GUNS OF NAVARONE, THE**—157m.—(EC; CS)—Gregory Peck, Gia Scala—4825 (5-31-61)—High rating adventure yarn—Filmed Abroad

523 **HAND IN HAND**—D-75m.—Loretta Parry, Philip Needs, John Gregson—4777 (12-21-60)—Interesting drama for the program—English

616 **HELL IS A CITY**—MD-96m.—(HammerScope)—Stanley Baker, John Crawford—4761 (10-26-60)—Good cops 'n' robbers thriller for the program—England

540 **HOMICIDAL**—MD-87m.—Glenn Corbett, Patricia Breslin—4833 (6-28-61)—Grisly horror item with Castle gimmick

512 **I AIM AT THE STARS**—BIOD-107m.—Curt Jurgens, Victoria Shaw—4750 (9-14-60)—Timely, controversial biopic can be exploited

519 **JAZZ BOAT**—CMU-90m.—(CS)—Anthony Newley, Anne Aubrey—4769 (11-23-60)—For the program—English

513 **LET NO MAN WRITE MY EPITAPH**—D-106m.—Burl Ives, Shelley Winters—4753 (9-28-60)—Unpleasant but gripping drama has angles

LOSS OF INNOCENCE—D-99m.—(EC)—Kenneth More, Danielle Darrieux—4845 (8-9-61)—Interesting adult drama—English

534 **MAD DOG COLL**—MD-86m.—John Chandler, Brooke Hayward—4818 (5-17-61)—Gangster entry for the program

MEIN KAMPF—DOC.-121m.—Compilation of German war films—4809 (4-19-61)—Chilling documentary is grimly fascinating

541 **MOST DANGEROUS MAN ALIVE**—MD-82m.—Ron Randell, Debra Paget—4833 (6-28-61)—For lower half

527 **PASSPORT TO CHINA**—MD-75m.—Richard Basehart, Alan Gifford—4797 (3-8-61)—For the lower half

520 **PEPE**—C-157m.—(Panavision-CS-TC)—Cantinflas, Dan Dailey, Shirley Jones—4781 (1-11-61)—Highly entertaining

PICNIC—CD-115m.—(CS; TC)—William Holden, Rosalind Russell—4818 (5-17-61)—High rating entry—Reissue

518 **PLEASE TURN OVER**—C-86m.—Ted Ray, Jean Kent—4757 (10-12-60)—Plenty of laughs in cute comedy—England

533 **RAISIN IN THE SUN, A**—D-128m.—Sidney Poitier, Claudia McNeil—4805 (4-5-61)—Film based on hit play rates high

SCREAM OF FEAR—MD-81m.—Susan Strasberg, Ronald Lewis—Good suspense entry—4846 (8-9-61)—English

SOLID GOLD CADILLAC, THE—C-99m.—Judy Holliday, Paul Douglas—4797 (3-8-61)—High rating comedy reissue—Reissue

535 **STOP ME BEFORE I KILL**—D-108m.—Claude Dauphin, Kaine Cilento—4829 (6-14-61)—Interesting drama—English made

514 **SURPRISE PACKAGE**—C-100m.—Yul Brynner, Mitzi Gaynor—4757 (10-12-60)—Entertaining comedy

522 **SWORD OF SHERWOOD FOREST**—MD-80m.—(EC; Megascope)—Richard Greene, Sarah Branch—4786 (1-25-61)—Robin Hood rides again—English

530 **TERROR OF THE TONGS**—MD-80m.—(EC)—Geoffrey Toone, Yvonne Monlaur—4801 (3-22-61)—Horror import for the program—English-made

THREE WORLDS OF GULLIVER, THE—100m.—(Superdynamation; EC)—Kerwin Mathews, Jo Morrow—4773 (12-7-60)—Enjoyable fantasy loaded with youth appeal

602 **TWO RODE TOGETHER**—D-109m.—(EC)—James Stewart, Shirley Jones—4833 (6-28-61)—Off-beat adventure yarn has good selling angles

TWINKLE AND SHINE (It Happened to Jane)—C-98m.—(EC)—Doris Day, Jack Lemmon—4818 (5-17-61)—Highly entertaining comedy—Reissue

525 **UNDERWORLD, U. S. A.**—MD-99m.—Cliff Robertson, Dolores Dorn—4793 (2-22-61)—Good crime meller for the program

WACKIEST SHIP IN THE ARMY, THE—C-99m.—(CS; EC)—Jack Lemmon, Ricky Nelson—4774 (12-7-60)—Amusing service comedy

524 **WARRIOR EMPRESS, THE**—D-97m.—(EC; CS)—Kerwin Mathews, Tina Louise—4829 (6-14-61)—Spectacle and sex from Italy—Italian-made; dubbed In English

COMING FEATURES IN ORDER OF RELEASE

Aug. **MYSTERIOUS ISLAND**—(Super-Dynamation; C)—Michael Craig, Joan Greenwood
Sept. **DEVIL AT 4 O'CLOCK, THE**—(CS; C)—Spencer Tracy, Frank Sinatra, Barbara Luna
Oct. **WEEKEND WITH LULU**—Leslie Phillips, Robert Monkhouse
Oct. **EVERYTHING'S DUCKY**—Mickey Rooney, Buddy Hackett
Oct. **TRUNK, THE**—Phil Carey, Julia Arnall

COMING

FURY OF THE BARBARIANS—(C)—Edmund Purdom
HELLIONS—Richard Todd, Anne Aubrey
MUTINEERS, THE—(CS; C)—Dirk Bogarde, Alec Guinness, Anthony Quayle
NOTORIOUS LANDLADY, THE—Kim Novak, Jack Lemmon, Fred Astaire
PLAY IT COOL—Anthony Newley, Anne Aubrey
QUEEN OF THE PIRATES—Gianna Maria Canale—Super Cinescope—Italian made
SARDONICUS—Oscar Homolka, Guy Rolfe
3 STOOGES MEET HERCULES, THE—3 Stooges, Marlon and Mike McKeever
VALLEY OF THE DRAGONS—Sean McClory
117 **TWO LOVES**—D-100m.—(CS; C)—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help
UNDERWATER CITY, THE—(Fantascope; C)—William Lundigan, Julie Adams

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

124 **ADA**—D-108m.—(CS; MC)—Susan Hayward, Dean Martin—4841 (7-26-61)—Interesting drama on Southern people and politics

113 **ATLANTIS, THE LOST CONTINENT**—D-90m.—(MC)—Anthony Hall, Joyce Taylor—4809 (4-19-61)—Good science fiction entry

118 **BRIDGE TO THE SUN**—D-113m.—Carroll Baker, James Shigeta—4849 (8-23-61)—Drama of mixed marriage during war

106 **BUTTERFIELD 8**—D-109m.—(CS; MC)—Elizabeth Taylor, Laurence Harvey—4761 (10-26-60)—Absorbing drama for adults seems headed for better business

108 **CIMARRON-WSP**—147m.—(CS; MC)—Glenn Ford, Maria Scheli, Anne Baxter—4774 (12-7-60)—Highly entertaining entry

DON QUIXOTE—D-106m.—(C)—Nikolai Cherkassov—4793 (2-22-61)—Well-made filmization of literary classic—U. S.—USSR Cultural exchange film

114 **GONE WITH THE WIND**—D-222m.—(TC)—Clark Gable, Olivia de Havilland—4805 (4-5-61)—Excellent—Reissue

111 **GO NAKED IN THE WORLD**—D-103m.—(CS; MC)—Gina Lollobrigida, Anthony Franciosa—4786 (1-25-61)—Filmization of novel on life and love of a prostitute for adult audiences

105 **GORGO**—MD-78m.—(TC)—Bill Travers, William Sylvester—4786 (1-25-61)—Science fiction entry has angles—England

116 **GREEN HELMET, THE**—MD-88m.—Bill Travers, Nancy Walters—4837 (7-12-61)—Okay auto racing programmer—English

122 **HONEYMOON MACHINE, THE**—C-100m.—(CS; MC)—Steve McQueen, Brigid Bazlen—4837 (7-12-61)—Very funny comedy

103 **KEY WITNESS**—MD-81m.—(CS)—Jeffrey Hunter, Pat Crowley—4750 (9-14-60)—Very good juvenile delinquency meller

107 **MAGIC BOY**—CAR-75m.—(Magicolor)—Toei Production—4846 (8-9-61)—Colorful Japanese cartoon should appeal to youngsters—English dialogue

120 **MORGAN THE PIRATE**—MD-95m.—(CS; EC)—Steve Reeves, Valerie Legrange—4829 (6-14-61)—Very good actionful, slam-bang swashbuckler—Made In Italy

119 **RING OF FIRE**—MD-91m.—(MC)—David Janssen, Joyce Taylor—4818 (5-17-61)—Good program meller

115 **SECRET PARTNER, THE**—MD-91m.—Stewart Granger, Haya Harareet—4797 (3-8-61)—Good mystery—English

123 **THIEF OF BAGHDAD**—FAN-90m.—(CS; EC)—Steve Reeves, Georgia Moll—4837 (7-12-61)—Arabian Nights action fantasy for kids and young in heart—Italian made; dubbed In English

121 **SECRET OF MONTE CRISTO, THE**—MD-80m.—(EC; Dyaliscope)—Rory Calhoun, Patricia Bredin—4846 (8-9-61)—Swashbuckler for the program—Italian

117 **TWO LOVES**—D-100m.—(C; CS)—Shirley MacLaine, Laurence Harvey—4818 (5-17-61)—Different drama has "names" to help

109 **VILLAGE OF THE DAMNED**—MD-78m.—George Sanders, Barbara Shelley—4761 (10-26-60)—Good science fiction entry—England

110 **WHERE THE BOYS ARE**—C-99m.—(CS; MC)—Delores Hart, George Hamilton—4774 (12-7-60)—Highly entertaining entry about today's college youngsters

104 **WHERE THE HOT WIND BLOWS**—D-120m.—Gina Lollobrigida, Pierre Brasseur—4757 (10-12-60)—Strong sell, names will boost satisfactory import—French-Italian made; dubbed In English

COMING FEATURES IN ORDER OF RELEASE

Oct. **INVASION QUARTET**—Bill Travers, Gregoire Aslan
Nov. **COLOSSUS OF RHODES, THE**—(CS; C)—Rory Calhoun, Lea Massari
Dec. **BACHELOR IN PARADISE**—(CS; MC)—Bob Hope, Lana Turner

COMING

ALL FALL DOWN—Eva Marie Saint, Warren Beatty
FOUR HORSEMEN OF THE APOCALYPSE—(CS: C)—Glenn Ford, Ingrid Thulin
HORIZONTAL LIEUTENANT, THE—Jim Hutton, Paula Prentiss
HOW THE WEST WAS WON—(Cinerama)—James Stewart, Debbie Reynolds, Gregory Peck, John Wayne
KING OF KINGS—(TECH. 70; TC)—Jeff Hunter, Siobhan McKenna
LADY L—(CS; C)—Tony Curtis, Gina Lollobrigida
LIGHT IN THE PIAZZA, THE—(MC; CS)—Olivia DeHavilland, Rossano Brazzi
MURDER, SHE SAID—Margaret Rutherford, Arthur Kennedy
MUTINY ON THE BOUNTY—(Ultra-Panavision. C)—Marlon Brando, Trevor Howard
SWEET BIRD OF YOUTH—(CS; MC)—Paul Newman, Geraldine Page
SWORDSMAN OF SIENNA—Stewart Granger, Silva Coscima
TARTARS, THE—(CS; C)—Victor Mature. Orson Welles
THUNDER OF DRUMS, A—(MC; CS)—Richard Boone, George Hamilton
VERY PRIVATE AFFAIR, A—(MC)—Brigitte Bardot, Marcello Mastroianni
WONDERFUL WORLD OF THE BROTHERS GRIMM, THE—(CR)—Laurence Harvey, Claire Bloom
WONDERS OF ALADDIN—(C-Ultra-Panavision)—Donald O'Connor, Noelle Adam

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6010 **ALL IN A NIGHT'S WORK**—C-94m.—(TC)—Dean Martin, Shirley MacLaine—4805 (4-5-61)—Amusing, lightweight comedy
6009 **BLUEPRINT FOR ROBBERY**—MD-88m.—J. Pat O'Malley, Jay Barney—4786 (1-25-61)—Crime meller for the program
3001 **BOY WHO STOLE A MILLION, THE**—MD-64m.—Maurice Reyna, Virgilio Texera, Marianne Benet—4753 (9-28-60)—Good program entry for family—Filmed in Spain
6006 **BREATH OF SCANDAL, A**—C-98m.—(TC)—Sophia Loren, John Gavin, Maurice Chevalier—4761 (10-26-60)—Fair comedy has angles, names
6007 **CINDERFELLA**—C-91m.—(TC)—Jerry Lewis, Anna Maria Alberghetti—4769 (11-23-60)—Fair Jerry Lewis entry should please his fans
R6011 **ELEPHANT WALK**—D-103m.—(TC)—Elizabeth Taylor, Dana Andrews—4781 (1-11-61)—Reissue deserves plenty of attention——Reissue
6013 **FOXHOLE IN CAIRO**—MD-79m.—James Robertson Justice, Adrian Hoven—4787 (1-25-61)—Good war programmer
6006 **G. I. BLUES**—C-104m.—(TC)—Elvis Presley, Juliet Prowse—4762 (10-26-60)—Presley returns to faithful fans
6015 **LADIES MAN, THE**—C-96m.—(TC)—Jerry Lewis, Helen Traubel—4830 (6-14-61)—Good Jerry Lewis entry
6018 **LOVE IN A GOLDFISH BOWL**—C-88m.—(TC)—Tommy Sands, Fabian, Jan Sterling—4830 (6-14-61)—Okay comedy with special angles for the teens
R6012 **NAKED JUNGLE, THE**—MD-95m.—(TC)—Eleanor Parker, Charlton Heston—4781 (1-11-61)—Tense reissue with many selling angles—Reissue
6016 **ON THE DOUBLE**—C-92m.—(TC; Panavision)—Danny Kaye, Dana Wynter)—4819 (5-17-61)—Very funny Danny Kaye vehicle
6014 **ONE-EYED JACKS**—W-141m—(TC)—Marlon Brando, Katy Jurado—4801 (3-22-61)—Impressive western with great potential
6017 **PLEASURE OF HIS COMPANY, THE**—C-114m.—(TC)—Fred Astaire, Debbie Reynolds)—4819 (5-17-61)—Cute, entertaining and sophisticated
6004 **SAVAGE INNOCENTS, THE**—D-110m.—(Technirama 70; TC)—Anthony Quinn, Yoko Tani—4758 (10-12-60)—Excellent educational subject with brilliant photography
6008 **WORLD OF SUZIE WONG, THE**—D-129m.(TC)—William Holden, Nancy Kwan—4765 (11-9-60)—High rating, colorful screen version of hit book and play

COMING FEATURES IN ORDER OF RELEASE

Sept. **BLOOD AND ROSES**—(TE; TC)—Mel Ferrer, Annette Vadim
Sept. **MAN-TRAP**—Jeffrey Hunter, Stella Stevens
Oct. **BREAKFAST AT TIFFANY'S**—(TC)—Audrey Hepburn, George Peppard
Nov. **BLUE HAWAII**—(TC)—Elvis Presley, Joan Blackman

COMING

SUMMER AND SMOKE—(TC)—Laurence Harvey, Geraldine Page
ERRAND BOY, THE—Jerry Lewis
COUNTERFEIT TRAITOR—(TC)—William Holden, Lilli Palmer
HATARI—(TC)—John Wayne, Red Buttons
IRON MEN, THE—Sidney Poitier, Claudia Cardinale
MY GEISHA—(TC; Panavision)—Shirley MacLaine, Yves Montand
ESCAPE FROM ZAHRAIN—(TC; Panavision)—Yul Brynner, Sal Mineo
GIRL NAMED TAMIKO, A—(TC; Panavision)—Laurence Harvey, France Nuyen
HELL IS FOR HEROES—Bobby Darin, Bob Newhart, Fess Parker
TOO LATE BLUES—Bobby Darin. Stella Stevens
WHO'S GOT THE ACTION—(TC)—Dean Martin, Lana Turner

20TH CENTURY FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

112 **ALL HANDS ON DECK**—C-98m.—(CS; DC)—Pat Boone, Buddy Hackett, Barbara Eden—4809 (4-19-61)—Light-weight entertainment
128 **BATTLE AT BLOODY BEACH**—MD-83m.—(CS)—Audie Murphy, Dolores Michaels—4838 (7-12-61)—Okay war programmer
BIG GAMBLE, THE—CD-100m.—(CS; DC)—Stephen Boyd, Juliette Greco, David Wayne—4849 (8-23-61)—Interesting adventure comedy
120 **BIG SHOW, THE**—D-113m.—(CS; DC)—Esther Williams, Cliff Robertson—4819 (5-17-61)—Good entry for program—Filmed abroad
102 **CANADIANS, THE**—MD-85m.—(CS; DC)—Robert Ryan, John Dehner—4802 (3-22-61)—Tale of early Canada for the program
111 **CIRCLE OF DECEPTION**—MD-100m.—(CS)—Bradford Dillman, Suzy Parker—4787 (1-25-61)—Good counter intelligence war meller for the program
114 **DAYS OF THRILLS AND LAUGHTER**—COMP-93m.—Produced and written by Robert Youngson—4802 (3-22-61)—Novelty for certain spots
046 **DESIRE IN THE DUST**—D-102m.—(CS)—Raymond Burr, Martha Hyer—4753 (9-28-60)—Interesting drama of small Southern town
053 **DESERT ATTACK**—MD-76m.—John Mills, Sylvia Syms—4789 (2-8-61)—Okay English war meller for the program—England
110 **FERRY TO HONG KONG**—MD-103m.—(CS; DC)—Curt Jurgens, Orson Welles, Sylvia Syms—4789 (2-8-61)—Colorful, well-enacted meller
057 **ESTHER AND THE KING**—D-109m.—(CS; DC)—Joan Collins, Richard Egan—4769 (11-23-60)—Interesting costume drama
120 **FIERCEST HEART, THE**—MD-91m.—(CS; DC)—Stuart Whitman, Juliet Prowse—4805 (4-5-61)—Programmer has new names to sell.
056 **FLAMING STAR**—101m.—(CS; DC)—Elvis Presley, Barbara Eden—4781 (1-11-61)—Good action entry has Presley draw
FRANCIS OF ASSISI—D-105m.—(CS; DC)—Bradford Dillman, Dolores Hart—4838 (7-12-61)—Effective and highly interesting religious drama
043 **FRECKLES**—D-84m.—(CS; DC)—Martin West, Carol Christenson—4754 (9-28-60)—Okay entry for the program
069 **GODDESS OF LOVE, THE**—MD-68m.—(CS; DC)—Belinda Lee, Jacques Sernas—4765 (11-9-60)—Mediocre fare for the duallers—(English dialogue; made in Italy)
036 **HIGH TIME**—C-103m.—(CS; DC)—Bing Crosby, Fabian, Tuesday Weld—4754 (9-28-60)—Cute comedy
037 **LEGIONS OF THE NILE**—MD-91m.—(CS; DC)—Linda Cristal, Ettore Manni—4766 (11-9-60)—Acceptable for the program—(Dubbed in English; made in Italy)
102 **LITTLE SHEPHERD OF KINGDOM COME, THE**—108m.—(CS; DC)—Jimmie Rodgers, Luana Patten—4782 (1-11-61)—Entertaining, heart-warming family story
113 **LONG ROPE, THE**—W-61m.—(CS)—Hugh Marlowe, Lisa Montell—4790 (2-8-61)—Program western
MARINES, LET'S GO—C-104m.—(CS; DC)—Tom Tyron, David Hedison, Linda Hutchins—4846 (8-9-61)—Mediocre war comedy
101 **MARRIAGE-GO-ROUND, THE**—C-98m.—(CS; DC)—Susan Hayward, James Mason, Julie Newmar—4774 (12-7-60)—Cute and amusing man's comedy
131 **MISTY**—D-92m.—(CS; DC)—David Ladd, Pam Smith, Phantom, the horse—4834 (6-28-61)—Good entry for family trade and youngsters
104 **MILLIONAIRESS, THE**—C-90m.—(CS; DC)—Sophia Loren, Peter Sellers, Alastair Sim—4787 (1-25-61)—Success depends on name power

Panny	A2	WB
Fast Set, The		For.
Fate Of A Man	A3	UA
Ferry to Hong Kong	A2	Fox
Fever In The Blood, A	A3	WB
Fiercest Heart, The	A2	Fox
Five Golden Hours	A3	Col.
Five Guns To Tombstone	A1	UA
Flaming Star	A1	Fox
•Flower Drum Song		U-I
Follow A Star		For.
For Members Only		For.
•Four Horsemen Of The Apocalypse		MGM
Foxhole In Cairo	B	Par.
Frantic	A2	For.
Freckles	A1	Fox
French Mistress, A	A3	For.
•Freud		U-i
Francis of Assisi	A1	Fox
Frontier Uprising	A1	UA
•Fury Of The Barbarians		Col.

G

Gambler Wore A Gun, The	A1	UA
General Della Rovere	A2	For.
•George Raft Story, The		AA
•Geronimo		UA
Gidget Goes Hawaiian	A2	Col.
G. I. Blues	B	Par.
•Girl Named Tamiko, A		Par.
Girl In Room 13	B	Misc.
Girl Of The Night	SP	WB
Go Naked In The World	B	MGM
Goddess of Love, The	B	Fox
Gold Of The Seven Saints	A2	WB
Goliath and the Dragon	A2	A-I
Gone With The Wind—RE	B	MGM
Good Girls Beware		For.
Goodbye Again	B	UA
Gorgo	A1	MGM
Grass Is Greener, The	A3	U-I
Great Imposter, The	A2	U-I
Green Helmet, The	A1	MGM
•Greyfriars Bobby		Misc.
Gun Fight	A1	UA
Guns Of The Navarone, The	A1	Col.

H

Hand, The	A2	A-I
Hand In Hand	A1	Col.
•Hatari		Par
Heaven On Earth	A1	For.
Hell Is A City	A3	Col.
•Hell Is For Heroes		Par.
•Hellions		Col.
Herod, The Great	B	AA
Heroes Die Young	A3	AA
Hideous Sun Demon, The		Misc.
High Time	A1	Fox
Hippodrome		For.
•Hitler		AA
Home is The Hero	A2	For.
Homicidal	A2	Col.
Honeymoon Machine	A1	MGM
Hoodlum Priest, The	A2	UA
•Horizontal Lieutenant, The		MGM
Horse With The Flying Tail, The		Misc.
House Of Fright	B	A-I
•House Of Women		WB
•How The West Was Won		MGM
•Hustler, The		Fox

I

I Aim At the Stars	A2	Col.
•Innocents, The		Fox
•Invasion Quartet	A1	MGM
•Iron Men, The		Par.
It Happened In Broad Daylight		For
•It Happened In Athens		Fox

J

Jazz Boat	B	Col.
Joker, The		For.
Journey To The Lost City	A2	A-I

K

Key Witness	A3	MGM
*King Of Kings, The		MGM
King Of The Roaring '20's	A3	AA
Konga	A2	A-I

L

*Lad: A Dog		WB
Ladies' Man	A1	Par.
La Dolce Vita	SP	For.
*Lady L		MGM
*Land We Love, The		UA
*Lost Hero, The		U-I
Last Sunset, The	B	U-I
Last Time I Saw Archie, The	A2	UA
Last Woman On Earth, The		Misc.
League Of Gentlemen, The	A3	For.
Leda	B	For.
Left, Right and Center	A1	For.
Legions Of The Nile	B	Fox
Let No Man Write My Epitaph	A3	Col.
*Light In The Piazza, The		MGM
*Lion Of Sparta		Fox
Little Angel	A1	For.
Little Shepherd of Kingdom Come, The	A1	Fox
Little Shop Of Horrors, The		Misc.
Long Rope, The	A2	Fox
Long And The Short And The Tall, The		For.
*Longest Day, The		Fox
Look in Any Window	B	AA
Loss Of Innocence	A3	Col.
*Lost Battalion, The		A-I
Love And The Frenchwoman	B	For.
Love In A Goldfish Bowl	B	Par.
Love Specialist, The		For.
Love Game, The	C	For.
*Lover Come Back		U-I
*Loves Of Salammbo, The		Fox

M

Ma Barker's Killer Brood		Misc.
Mad Dog Coll	B	Col.
*Madison Avenue		Fox
Magdalena	C	For.
Magic Boy, The	A1	MGM
Magnificent Seven, The	A2	UA
*Majority Of One, A		WB
Make Mine Mink	A3	For.
Man In The Moon	A2	For.
*Man-Trap		Par.
Marie Octobre	A2	For.
Marriage-Go-Round	B	Fox
Marines Lets Go	B	Fox
Mary Had A Little	B	UA
*Mask, The		WB
Master of the World	A1	A-I
Matter Of Morals, A	B	UA
Mein Kampf	A2	Col.
*Merrill's Maurauders		WB
Midnight Lace	A2	U-I
Mighty Crusaders, The	A1	For.
Millionairess, The	B	Fox
Minotaur, The	B	UA
Misfits, The	B	UA
Misty	A1	Fox
Modigliani Of Montparnasse		For.
Monster Of The Piedras Blancas, The		Misc.
Morals Squad		Misc.
Morgan The Pirate	B	MGM
Most Dangerous Man Alive, The	B	Col
*Music Man, The		W
*Murder, She Said		MGM
*Mutineers, The		Col.
*Mutiny On The Bounty		MGM
*My Geisha		Par.
*Mysterious Island		Col.

N

Naked Edge, The	A2	UA
Naked Jungle, The—RE	A2	Par.
Natchez Trace		Misc.
Neapolitan Carousel		For.
Never On Sunday	C	For.
Nightfighters, The	A2	UA
Nikki, Wild Dog Of The North	A1	Misc.
Ninth Circle, The		For.
North To Alaska	A3	Fox
*Notorious Landlady		Col.

O

Okefenokee		Misc.
*Oldest Confession, The		AU
Ole Rex	A1	U-I
On The Double	A1	Par.

051 **NORTH TO ALASKA**—C-122m.—(CS; DC)—John Wayne, Capucine, Fabian—4766 (11-9-60)—Comedy has angles
RACERS, THE—MD-112m.—(CS; DC)—Kirk Douglas, Bella Darvi—4846 (8-9-61)—Entertaining auto racing entry—Reissue
126 **RETURN TO PEYTON PLACE**—D-122m.—(CS; DC)—Carol Lynley, Jeff Chandler, Eleanor Parker—4814 (5-3-61)—Sequel should prove popular
127 **RIGHT APPROACH, THE**—CD-92m.—(CS)—Frankie Vaughan, Martha Hyer—4814 (5-3-61)—Modern youth opus misses
115 **SANCTUARY**—D-90m.—(CS)—Lee Remick, Yves Montand—4794 (2-22-61)—Off-beat look at life and love in the south
047 **SECRET OF THE PURPLE REEF, THE**—MD-80m.—(CS; DC)—Jeff Richards, Margia Dean—4762 (10-26-60)—Average programmer
044 **SQUAD CAR**—MD-61m.—Vicl Raaf, Paul Bryar—4787 (1-25-61)—For the lower half
025 **SEPTEMBER STORM**—MD-99m.—(Stereovision; CS; DC)—Joanne Dru, Mark Stevens—4758 (10-12-60)—Entertaining entry in 3-D process
116 **SNIPER'S RIDGE**—MD-61m.—(CS)—Jack Ging, Stanley Clements—4790 (2-8-61)—Fair war programmer
130 **SNOW WHITE AND THE THREE STOOGES**—C-107m.—(CS; DC)—Carol Heiss, 3 Stooges—4825 (5-31-61)—Attractive entry for families and children in particular
050 **TESS OF THE STORM COUNTRY**—D-84m.—(CS; DC)—Diane Baker, Jack Ging—4790 (2-8-61)—Interesting version of classic
117 **TRAPP FAMILY, THE**—D-106m.—(DC)—Ruth Leuwerik, Hans Holt—4797 (3-8-61)—Family yarn good for the program—German made; dubbed in English
UPSTAIRS AND DOWNSTAIRS—C-100m.—(DC)—Mylene Demongeot, Michael Craig—4777 (12-21-60)—Cute comedy—English
133 **VOYAGE TO THE BOTTOM OF THE SEA**—MD-107m.—(CS; DC)—Walter Pidgeon, Joan Fontaine—4834 (6-28-61)—Modern day science fiction should do okay
042 **WALK TALL**—W-60m.—(CS; DC)—Willard Parker, Joyce Meadows—4762 (10-26-60)—Lower half filler
129 **WILD IN THE COUNTRY**—D-114m.—(CS; DC)—Elvis Presley, Hope Lange—4830 (6-14-61)—Well-made dramatic story has rowley for draw
054 **WIZARD OF BAGHDAD, THE**—C-93m.—(CS; DC)—Dich Shawn, Diane Baker—4777 (12-21-60)—Amusing programmer

COMING FEATURES IN ORDER OF RELEASE

Sept. **HUSTLER, THE**—Paul Newman, Jackie Gleason, Piper Laurie
Sept. **INNOCENTS, THE**—(CS)—Deborah Kerr, Michael Redgrave
Oct. **BACHELOR FLAT**—(C; CS)—Celeste Holm, Tuesday Weld
Oct. **SECOND TIME AROUND THE**—Debbie Reynolds, Andy Griffith
Oct. **BIG GAMBLE, THE**—(CS; DC)—Stephen Boyd, Juliette Greco

COMING

CLEOPATRA—(Todd-AO; C)—Elizabeth Taylor, Richard Burton
COMMANCHEROS, THE—(C; CS)—John Wayne, Ina Ballin, Stuart Whitman
DOUBLE TROUBLE—(CS; DC)—Tommy Noonan, Pete Marshall
IT HAPPENED IN ATHENS—(CS; C)—Jayne Mansfield, Nico Minardos
LION OF SPARTA—(CS; C)—Richard Egan, Diane Baker
LONGEST DAY, THE—(CS; DC)—William Holden, Richard Todd, Peter Lawford
LOVES OF SALAMMBO, THE—(DC)—Jeanne Valerie, Jacques Sernas
MADISON AVENUE—(CS)—Dana Andrews, Eleanor Parker
PIRATES OF TORTUGA—(CS; DC)—Ken Scott, Leticia Roman
QUEEN'S GUARD, THE—(CS)—Raymond Massey, Robert Stevens—England
SILENT CALL, THE—Roger Mobley, Pete, The Dog.
20,000 **EYES**—Gene Nelson, Merry Anders, James Brown
TENDER IS THE NIGHT—(CS)—Jennifer Jones, Jason Robards, Jr., Joan Fontaine

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

ALAMO, THE—D-161m.—(Todd-AC; TC)—John Wayne, Linda Cristal—4762 (10-26-60)—High rating, powerful historical drama—Batjac
BY LOVE POSSESSED—D-115m.—(DC)—Lana Turner, Efrem Zimbalist, Jr.—4830 (6-14-61)—High rating drama has marquee power—Mirisch
DOCTOR BLOOD'S COFFIN—D-92m.—(C)—Kiernon Moore, Hazel Court—4834 (6-28-61)—Horror drama for program—English—Caralan
EXODUS—MD-213m—(Super Panavision 70; TC)—Paul Newman, Eva Marie Saint—4778 (12-21-60)—High rating—Preminger
FACTS OF LIFE, THE—C-103m.—Bob Hope, Lucille Ball—4771 (11-23-60)—Bright, adult comedy has potent name power—H-L-P
FIVE GUNS TO TOMBSTONE—W-71m.—James Brown, Della Sherman—4790 (2-8-61)—Average western—Zenith
FRONTIER UPRISING—W-68m.—James Davis, Nancy Hadley—4790(2-8-61)—Cowboys, Indians, Mexicans and the U.S. Cavalry ride again—Zenith
GAMBLER WORE A GUN, THE—W-66m.—James Davis, Merry Anders—4810 (4-19-61)—Average western for action spots—Zenith
GOODBYE AGAIN—D-120m.—Ingrid Bergman, Yves Montand, Anthony Perkins—4838 (7-12-61)—Romance has lots to offer—Argus
GUN FIGHT—W-68m.—James Brown, Joan Staley—4834 (6-28-61)—Lower half filler—Zenith
HOODLUM PRIEST, THE—D-101m.—Don Murray, Larry Gates—4794 (2-22-61)—High rating drama—Murray-Wood
LAST TIME I SAW ARCHIE, THE—C-98m.—Robert Mitchum, Martha Hyer—4827 (5-31-61)—Humorous and entertaining tale of G. I's in training—Mark VII, Ltd.
MAGNIFICENT SEVEN, THE—D-126m.—(Panavision; DC)—Yul Brynner, Eli Wallach—4758 (10-12-60)—Quality action entry—Mirisch
MARY HAD A LITTLE—C-79m.—Agnes Laurent, Jack Watling—4841 (7-26-61)—Mediocre comedy for lower half—English
MATTER OF MORALS, A—D-90j.—Maj-Britt Nilsson, Patrick O'Neal—4831 (6-14-61)—Interesting drama—Filmed in Sweden
MINOTAUR, THE—MD-92m.—(TC; Totalscope)—Bob Mathias, Rosanna Schiaffino—4814 (5-3-61)—Another Italian spectacle for the program—Italian-made; English dialogue
MISFITS, THE—D-124m.—Clark Gable, Marilyn Monroe—4790 (2-8-61)—Unusual, absorbing and adult entry—Seven Arts
NAKED EDGE, THE—D-99m.—Gary Cooper, Deborah Kerr—4838 (7-12-61)—Has interest and angles—Pennebaker-Baroda—English
6025 **NIGHT FIGHTERS, THE**—MD-88m.—Robert Mitchum, Anne Heywood—4750 (9-14-60)—Irish revolt programmer—Made in Ireland—D.R.M.-Stross
OPERATION BOTTLENECK—MD-78m.—Ron Foster, Miiko Taka—4794 (2-22-61)—Lower half war meller—Zenith
POLICE DOG STORY, THE—MD-61m.—James Brown, Merry Anders—4791 (2-8-61)—Family-type meller for duallers—Zenith
REVOLT OF THE SLAVES, THE—D-99m.—(TotalScope; EC)—Rhonda Fleming, Lang Jeffries—4831 (6-14-61)—Lots of action in another Italian-made spectacle—Italian-mado; dubbed in English—Moffa
SNAKE WOMAN, THE—D-68m.—John McCarthy, Susan Travers—4819 (5-17-61)—Horror item for lower half—English made
TEENAGE MILLIONAIRE—MUC-84m.—Jimmy Clanton, Rocky Graziano, Zasu Pitts—4849 (8-23-61)—Rock 'n' roll entry mainly for teeners (Partly color)
WHEN THE CLOCK STRIKES—D-72m.—James Brown, Merry Anders—4835 (6-28-61)—Lower half filler
YOUNG DOCTORS, THE—D-100m.—Frederic March, Ben Gazzara, Ina Balin—4850 (8-23-61)—Interesting drama of hospital lives and loves—Drexel-Miller-Turman
YOU HAVE TO RUN FAST—MD-71m.—Craig Hill, Elaine Edwards—4850 (8-23-61)—Lower half dualler—Harvard
YOUNG SAVAGES, THE—D-100m.—Burt Lancaster, Dina Merrill, Shelly Winters—4814 (5-3-61)—Serious, fascinating probe of juvenile delinquency—Contemporary

COMING FEATURES IN ORDER OF RELEASE

July **THE CAT BURGLAR**—Jack Hogan, June Kenney

COMING

BIRD MAN OF ALCATRAZ, THE—Burt Lancaster, Karl Malden, Thelma Ritter
BOY WHO FOUND $100,000—Wanda Hendrix, Don Beddoe, Roger Mobley—Harvard
CHILDREN'S HOUR, THE—Audrey Hepburn, Shirley MacLaine, James Garner—Mirisch
EXPLOSIVE GENERATION, THE—William Shatner, Patty McCormack—Vega
GERONIMO—(TC)—Chuck Connors
LAND WE LOVE, THE—(C; Panavision)—James Mason, Kate Manx, Neville Brand—Daystar
OLDEST CONFESSION, THE—Rex Harrison, Rita Hayworth
PARIS BLUES—Paul Newman, Joanne Woodward—Pennebaker
POCKETFUL OF MIRACLES—Glenn Ford, Bette Davis, Hope Lange—Capra
ROAD TO HONG KONG, THE—Bob Hope, Bing Crosby, Joan Collins, Dorothy Lamour
SECRET OF DEEP HARBOR, THE—Ron Foster, Merry Anders
SERGEANTS 3—(TC; Panavision)—Frank Sinatra, Ruta Lee, Dean Martin—Essex
SOMETHING WILD—Carroll Baker, Ralph Meeker—Prometheus
SPIDER'S WEB, THE—(TC)—Glynis Johns, John Justin—Danziger
ST. GEORGE AND THE 7 CURSES—(Super-Percepto-Vision)—Basil Rathbone—Gordon
THREE ON A SPREE—Jack Watling, Carole Lesley—Caralan
TOWN WITHOUT PITY—Kirk Douglas
VALIANT, THE—John Mills, Ettore Manni—B. H. P.
WEST SIDE STORY—(Panavision 70; EC)—Natalie Wood, Richard Beymer—Mirisch
WHAT A WONDERFUL LIFE—Elvis Presley, Arthur O'Connell, Joanna Moore—Mirisch

UNIVERSAL-INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6120 **BLAST OF SILENCE**—MD-77m.—Allen Boren, Molly McCarthy—4810 (4-19-61)—Better program entry
6121 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee—4835 (6-28-61)—Highly enjoyable comedy
6115 **CURSE OF THE WEREWOLF, THE**—91m.—(EC)—Clifford Evans, Yvonne Romain—4820 (5-17-61)—Horror import should get attention—English
6103 **GRASS IS GREENER, THE**—C-105m.—(TC; Technirama)—Cary Grant, Deborah Kerr—4775 (12-7-60)—Sophisticated, adult comedy headed for big business
6104 **GREAT IMPOSTOR, THE**—CD-112m.—Tony Curtis, Joan Blackman—4771 (11-23-60)—Highly entertaining entry
6117 **LAST SUNSET, THE**—D-112m.—(EC)—Rock Hudson, Kirk Douglas, Dorothy Malone—4827 (5-31-61)—Western has angles to put it across in fine fashion
6101 **MIDNIGHT LACE**—D-108m—(EC)—Doris Day, Rex Harrison—4763 (10-26-60)—Lush, name-filled suspense drama looks like box-office winner
6114 **OLE REX**—D-40m.—(EC)—Rex, Billy Hughes—4802 (3-22-61)—Good featurette programmer
6113 **PHARAOH'S WOMAN, THE**—D-88m.—(EC; TechniScope)—John Drew Barrymore, Linda Cristal—4815 (5-3-61)—Fair programmer—Italian-made; dubbed in English
6112 **POSSE FROM HELL**—W-89m.—(EC)—Audie Murphy, Zohra Lampert—4802 (3-22-61)—Good western
PRIVATE LIVES OF ADAM AND EVE, THE—C-87m.—(Part color)—Mickey Rooney, Mamie VanDoren—4831 (6-14-61)—Tasteless comedy strictly for exploitation spots
6106 **ROMANOFF AND JULIET**—C-103m.—(TC)—Peter Ustinov, Sandra Dee—4820 (5-17-61)—Humorous comedy is well made—Filmed abroad
6109 **SECRET WAYS, THE**—D-112m.—Richard Widmark, Sonja Ziemann—4802 (3-22-61)—Taut espionage thriller should please—Made in Europe
6020 **SEVEN WAYS FROM SUNDOWN**—W-86m.—(EC)—Audie Murphy, Venetia Stevenson—4758 (10-12-60)—Very good western
6116 **SHADOW OF THE CAT, THE**—MD-79m.—Andre Morell, Barbara Shelley—4820 (5-17-61)—Good horror item—English
6105 **SHAKEDOWN, THE**—MD-91m.—Terrence Morgan, Hazel Court—4847 (8-9-61)—Lower half melier—English
6070 **SPARTACUS**—D-189m.—(Super Technirama 70; TC)—Kirk Douglas, Laurence Olivier, Jean Simmons—4759 (10-12-60)—High-rating epic ranks with the best
6119 **TAMMY TELL ME TRUE**—CD-97m.—(EC)—Sandra Dee, John Gavin—4835 (6-28-61)—Warm yarn has appeal for youngsters and family trade
6110 **TOMBOY AND THE CHAMP**—D-92m. (EC)—Candy Moore, Ben Johnson—4791 (2-8-61)—Good family programmer
6118 **TROUBLE IN THE SKY**—D-76m.—Michael Craig, Elizabeth Seal—4835 (6-28-61)—Okay programmer—English
6111 **WINGS OF CHANCE**—MD-76m.—(EC)—Jim Brown, Frances Rafferty—4798 (3-8-61)—Okay programmer

COMING FEATURES IN ORDER OF RELEASE

Nov. **BACK STREET**—(C)—Susan Hayward, John Gavin, Vera Miles
Nov. **SERGEANT WAS A LADY, THE**—Martin West, Venetia Stevenson

COMING

CAPE FEAR—Gregory Peck, Polly Bergen
FLOWER DRUM SONG—(C) (Panavision)—Nancy Kwan, James Shigeta
FREUD—Montgomery Clift, Susannah York
LAST HERO—(Panavision)—Kirk Douglas, Gena Rowlands
LOVER COME BACK—(C)—Rock Hudson, Doris Day, Tony Randall
OUTSIDER, THE—Tony Curtis, Miriam Colon
SIX BLACK HORSES—(C)—Audie Murphy, Joan O'Brien
SPIRAL ROAD, THE—(C) (Panavision)—Rock Hudson, Burl Ives, Gena Rowlands
TOUCH OF MINK—(C; Panavision)—Cary Grant, Doris Day
UGLY AMERICAN—(C)—Marlon Brando, Eiji Okada

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

014 **BIMBO THE GREAT**—MD-93m.—(EC; CircusScope)—Charles Holm, Maryanne Shields—4815 (5-3-61)—Circus film has angles—German-made; dubbed in English
005 **DARK AT THE TOP OF THE STAIRS, THE**—D-123m.—(TC)—Robert Preston, Dorothy McGuire—4754 (9-28-60)—Well-made interesting adult entry
013 **FABULOUS WORLD OF JULES VERNE, THE**—SFD-84m.—(Mystimation)—Louis Locke, Ernest Revere, Jane Zale—4815 (5-3-61)—Interesting science fiction entry—Filmed abroad
016 **FANNY**—D-133m.—(TC)—Leslie Caron, Maurice Chevalier, Charles Boyer—4835 (6-28-61)—Excellent
008 **FEVER IN THE BLOOD, A**—D-117m.—Efrem Zimbalist, Jr., Angie Dickinson—4787 (1-25-61)—Interesting dramatic fare on world of politics
004 **GIRL OF THE NIGHT**—D-99m.—Anne Francis, Lloyd Nolan—4759 (10-12-60)—Exploitable clinical study of a prostitute—for adults only
009 **GOLD OF THE SEVEN SAINTS**—MD-88m.—(WarnerScope)—Clint Walker, Leticia Roman—4791 (2-8-61)—Good outdoor action entry
015 **PARRISH**—D-140m.—(TC)—Troy Donahue, Claudette Colbert—4798 (3-8-61)—Interesting drama, particularly for the gals
011 **PORTRAIT OF A MOBSTER**—MD-108m.—Vic Morrow, Leslie Parrish—4803 (3-22-61)—Good gangster yarn for action spots
003 **SINS OF RACHEL CADE, THE**—D-123m.—(TC)—Angie Dickinson, Peter Finch—4798 (3-8-61)—Highly interesting drama with "Congo" background
012 **STEEL CLAW, THE**—MD-96m.—(TC)—George Montgomery, Charita Luna—4820 (5-17-61)—Good programmer
007 **SUNDOWNERS, THE**—D-133m.—(TC)—Deborah Kerr, Robert Mitchum—4766 (11-9-60)—Highly interesting drama
002 **SUNRISE AT CAMPOBELLO**—BIO D-143m.—(TC)—Ralph Bellamy, Greer Garson—4754 (9-28-60)—Quality picturization of hit stage play
010 **WHITE WARRIOR, THE**—MD-86m.—(TC; DYALI-SCOPE)—Steve Reeves, Georgia Moll—4791 (2-8-61)—Okay action spectacle for the program—Italian-made; dubbed in English
WORLD BY NIGHT—NOV.-103m.—(TC; TR)—Vaudeville—4850 (8-23-61)—Good variety show for the program

COMING

Oct. **SPLENDOR IN THE GRASS**—(TC)—Natalie Wood, Warren Beatty
Nov. **MASK, THE**—(Depth-Dimension)—Paul Stevens, Claudette Nevins
Nov. **SUSAN SLADE**—(TC)—Troy Donahue, Connie Stevens, Dorothy McGuire

COMING FEATURES IN ORDER OF RELEASE

CLAUDELLE INGLISH—Diane McBain, Arthur Kennedy
COUCH, THE—Grant Williams, Shirley Knight
HOUSE OF WOMEN—Shirley Knight, Andrew Duggan
LAD: A DOG—(TC)—Peggy McCay, Peter Breck
MAJORITY OF ONE, A—(TC)—Rosalind Russell, Alec Guinness
MERRILL'S MARAUDERS—(TC)—Jeff Chandler, Ty Hardin
MUSIC MAN, THE—(TC)—Robert Preston, Shirley Jones
ROMAN SPRING OF MRS. STONE, THE—(C)—Vivien Leigh, Warren Beatty
SAMAR—(TC)—George Montgomery, Ziva Rodann
SINGER NOT THE SONG—(CS; C)—Dirk Bogarde, John Mills, Mylene Demongeot—England

MISCELLANEOUS

DISTRIBUTED DURING THE PAST 12 MONTHS

ABSENT MINDED PROFESSOR, THE—C-97m.—Fred MacMurray, Nancy Olson—4794 (2-22-61)—Very funny entry for every one—Buena Vista
AFTER MEIN KAMPF—DOC-74m.—Written and directed by Ralph Porter—4847 (8-9-61)—Semi-documentary on Hitler and associates has angles and interest—Brenner
ATLAS—MD-84m.—(EC; Vistascope)—Michael Forrest, Barboura Morris—4820 (5-17-61)—Spectacle programmer for action spots—Filmgroup
BUFFALO GUN—W-72m.—Marty Robbins, Mary Ellen Kay—4841 (7-26-61)—Mediocre western entry—Globe
CAREER GIRLS ON A NAKED HOLIDAY—NOV.-66m.—Zelda Suppiee—4798 (3-8-61)—Another nudist colony exposition—Brenner
CODE OF SILENCE—MD-75m.—Terry Becker, Elisa Loti—4775 (12-7-60)—Lower half melier Sterling World Dist.
COLD WIND IN AUGUST, A—D-80m.—Lola Albright, Scott Marlowe—4782 (1-11-61)—Sizzler for adults only—Aldart
CROWNING EXPERIENCE, THE—D-102m.—(TC)—Muriel Smith, Louis Byles—4775 (12-7-60)—Has angles and appeal—Moral Re-Arament
DEAD ONE, THE—MD-70m.—(Ultrascope; EC)—Linda Ormond, John Mackay—4795 (2-22-61)—Mild horror entry for duallers—Mardi Gras
DEADLY COMPANIONS, THE—D-90m.—(Panavision; C)—Maureen O'Hara, Brian Keith, Steve Cochran—4831 (6-14-61)—Engrossing western hits the mark—Pathe-America
ESCAPE FROM TERROR—MD-70m.—(EC)—Jackie Coogan, Mona Knox—4822 (5-17-61)—Strictly for the duallers—Made in Denmark—Budd Rogers
GIRL IN ROOM 13—MD-79m.—(EC)—Brian Donlevy, Andrea Bayard—4803 (3-22-61)—Okay melier for duallers—Made in Brazil—Astor
GREYFRIARS BOBBY—D-91m.—(TC)—Alex Mackenzie, Laurence Naismith—4850 (8-23-61)—Interesting tale of a dog—Filmed in Scotland—Buena Vista
HIDEOUS SUN DEMON, THE—MD-74m.—Robert Clarke, Patricia Manning—4798 (3-8-61)—Science fiction horror for lower half—Pacific Int.
HORSE WITH THE FLYING TAIL, THE—DOC-48m.—(TC)—Nautical—4806 (4-5-61)—Okay novelty featurette, especially for horse lovers—Buena Vista

One-Eyed Jacks	A3	Par.
One Hundred And One Dalmatians	A1	Misc.
Operation Bottleneck	A2	U-I
•Operation Camel	A1	A-
Operation Eichmann	A3	AA
Ostrich Has Two Eggs, The		For.
•Outsider, The		U-I

P

Parent Trap, The	A1	Misc.
•Paris Blues		UA
Parrish	B	WB
Passport To China	A1	Col.
Pepe	A1	Col.
Pharaoh's Woman	B	U-I
Picnic—RE	B	Col.
Picnic On The Grass		For.
•Pirates Of Tortuga		Fox
Pit And The Pondulum, The	A2	A-I
•Play It Cool		Col.
Please Turn Over	A3	Col.
Pleasure of His Company, The	A2	Par.
Plunderers, The	A3	AA
•Pocketful Of Miracles		UA
Police Dog Story	A1	UA
Portrait Of A Mobster	B	WB
Portrait Of A Sinner	B	AI
Posse From Hell	A2	U-I
Prime Time, The	B	Misc.
Primitive Paradise		Misc.
Private Lives of Adam and Eve, The	B	U-I
•Professionals, The		AI

Q

•Queen's Guard, The		Fox
•Queen of the Pirates	A1	Col.

R

Racers, The—RE		Fox
Raisin In The Sun, A	A2	Col.
Raymie	A1	AA
•Reptilicus		A-I
Rest Is Silence, The		For.
Return To Peyton Place	A3	Fox
Revolt of the Slaves	B	UA
Right Approach, The	B	Fox
Ring Of Fire	A3	MGM
Ritual Of Love		For.
•Road To Hong Kong, The		UA
Rocco And His Brothers		For.
Rocket Attack, U. S. A.	A3	Misc.
•Roman Spring Of Mrs. Stone, The		WB
Romanoff and Juliet	A1	U-I
Royal Ballet, The		For.
Rue De Paris	A3	For.

S

•St. George And The 7 Cursos		UA
•Samar		WB
Sanctuary	B	Fox
Santa Claus	A1	For.
•Sardonicus		Col.
Saturday Night And Sunday Morning	C	For.
Savage Innocents	A3	Par.
Scream Of Fear	A2	Col.
•Second Time Around, The		Fox
Secret of Monte Cristo, The	A1	MGM
Secret of the Purple Reef	A2	Fox
•Sergeant Was A Lady		U-I
Secrets Of Women		For.
•Secret Of Deep Harbor, The		UA
•Secret Partner, The	A2	MGM
Secret Ways, The	A2	U-I
September Storm	B	Fox
Serengeti Shall Not Die	A1	AA
•Sergeant Was A Lady, The		U-I
Seven Ways From Sundown	A2	U-I
Sex Kittens Go To College	B	AA
Shadow Of The Cat	A2	U-I
Shadows		Misc
Shakedown, The	B	U-I
Shangri-La		Misc.
•Silent Call, The	A1	Fox
Sin and Desire		For.
Sin of Rachel Cade, The	A3	WB
•Singer Not The Song, The		WB
•Six Black Horsos		U-I
Snake Woman	A1	UA
Sniper's Ridge	A2	Fox
Snow White And The 3 Stooges	A1	Fox
•Soldiers 3		UA
Solid Gold Cadillac, The—RE	A2	Col.
•Something Wild		UA
Spartacus	A3	U-I
Spessart Inn, The		For.
•Spiral Road, The		U-I
•Splendor In The Grass		WB
•Spider's Web, The		UA
Squad Car	B	Fox
Steel Claw, The	A2	WB
Stop Me Before I Kill	A3	Col.
•Summer and Smoke	A3	Par.
Sundowners, The	A2	WB
Sun Lovers Holiday		Mis.
Sunrise at Campobello	A2	WB
Surprise Package	B	Col.
•Susan Slade	A3	WB
•Sweet Bird Of Youth		MGM
Swiss Family Robinson	A1	Misc.
Sword of Sherwood Forest	A1	Col.
•Swordsman Of Sienna		MGM

T

Tammy Tells Me True	A1	U-I
*Tartars, The		MGM
Teacher And The Miracle, The	A1	For.
Teen-Age Millionaire, The	A1	UA
Ten Who Dared	A1	Misc.
*Tender Is The Night		Fox
Terror Of The Tongs	B	Col.
Tess o' the Storm Country	A2	Fox
They Were Ten		For.
Thief Of Baghdad, The	A1	MGM
Three Blondes In His Life		Misc.
*Three On A Spree	A3	UA
*3 Stooges Meet Hercules, The		Col.
Three Worlds Of Gulliver	A1	Col.
*Thunder Of Drums, A		MGM
*Time Bomb	A2	AA
Tomboy And The Champ	A1	U-I
*Too Late Blues		Par.
Tormented, The	A2	AA
*Touch Of Mink		U-I
*Town Without Pity		UA
Trapp Family, The	A1	Fox
Trouble in the Sky	A1	U-I
*Trunk, The	A2	Col.
Truth, The	C	For.
Tunes Of Glory	A3	For.
*Twenty Plus Two		AA
*20,000 Eyes	B	Fox
Twinkle And Shine (It Happened To Jane)—RE	A1	Col.
Two Loves	B	MGM
Two Rode Together	A2	Col.
Two Way Stretch	A2	For.
Two Women	A3	For.

U

*Ugly American, The		U-I
*Underwater City, The		Col.
Underworld, U. S. A.	B	Col.
Unfaithfuls, The	A3	AA
Upstairs and Downstairs	A3	Fox

V

*Valiant, The		UA
*Valley Of The Dragons		Col.
*Very Private Affair, A		MGM
Village Of The Damned, The	A2	MGM
Violent Summer, The		For.
Virgin Spring, The	A3	For.
Voyage To The Bottom Of The Sea	A1	Fox

W

Wackiest Ship In The Army, The	A1	Col.
Walk Tall	A1	Fox
Warrior Empress, The	B	Col.
Watch Your Stern	A1	For.
Weddings and Babies		Misc.
*West Side Story		UA
*Weekend With Lulu	A2	Col.
*What A Wonderful Life		UA
When The Clock Strikes	A1	UA
Where The Boys Are	B	MGM
Where The Hot Wind Blows	B	MGM
White Warrior, The	A2	WB
*Who's Got The Action		Par.
Wild In The Country	B	Fox
Wild Youth		Misc.
Wings Of Chance	A1	U-I
Wizard of Baghdad, The	A1	Fox
*Wonderful World Of The Brothers Grimm, The		MGM
Wonders Of Aladdin, The		MGM
World By Night	B	WB
World Of Suzie Wong, The	B	Par.

Y

You Have to Run Fast	A1	UA
Young Doctors, The	A2	UA
Young Have No Time, The	A3	For.
Young Love		For.
Young One, The	A3	Misc
Young Savages, The	A2	UA

LAST WOMAN ON EARTH, THE—MD-71m.—(VistaScope; EC)—Anthony Carbone, Betsy Jones-Moreland—4795 (2-22-61)—mediocre science fiction for duallers.—Filmgroup
LITTLE SHOP OF HORRORS, THE—MD-70m.—Jonathan Haze, Jackie Joseph—4795 (2-22-61)—Exploitable, but overdone horror satire—Filmgroup
MA BARKER'S KILLER BROOD—MD-81m.—Lurene Tuttle—4772 (11-23-60)—Exploitale gangster meller—Filmservice Dist.
MONSTER OF PIEDRAS BLANCAS, THE—MD-72m.—John Harmon, Jeanne Carmen—4782 (1-11-61)—Horror programmer—Filmservice Dist. Corp.
MORALS SQUAD—MD-60m.—Bob O'Connell, Beverly Bennett—4775 (12-7-60)—Exploitable vice meller—Brenner
NATCHEZ TRACE—MD-80m—Zachary Scott. Marcia Henderson—4764 (10-26-60)—Okay historical action meller—Panorama
NIKKI, WILD DOG OF THE NORTH—MD-74m.—(TC)—Jean Coutu, Nikki, the dog—4831 (6-14-61)—Good action yarn for the program—Buena Vista
OKEFENOKEE—MD-76m.—Peter Coe, Peggy Maley—4782 (1-11-61)—Novel locale helps program meller—Filmservice Dist. Corp
ONE HUNDRED AND ONE DALMATIONS—CAR-80m.—(TC)—Highly entertaining Disney cartoon feature—4787 (1-25-61)—Buena Vista
PARENT TRAP, THE—C-124m.—(TC)—Hayley Mills, Maureen O'Hara, Brian Keith—4822 (5-17-61)—Highly enjoyable fun for all—Buena Vista
PRIME TIME, THE—MD-76m.—JoAnn LeCompte, James Brooks—4760 (10-12-60)—Amateurish 'teen-age meller for lower half—Mid Continent
PRIMITIVE PARA DISE—DOC-66m.—(C)—Produced and directed by Lewis Cotlow—4842 (7-26-61)—Colorful documentary of New Guinea for the program—Excelsior
ROCKET ATTACK, U. S. A.—MD-68m.—Monica Davis, John McKay—4795 (2-22-61)—Lower half filler—Exploit Films
SHADOWS—D-87m.—Lelia Goldoni, Ben Carruthers—4806 (4-5-61)—Off-beat entry for art, specialty houses—Lion International
SHANGRI-LA—Nov-62m.—(C)—Ordinary nudist stuff for exploitation spots—4847 (8-9-61)—Brenner
SUN LOVERS HOLIDAY—65m.—(CS; EC)—Siomara and Mario Benvenuiti—4776 (12-7-60)—Another nudist colony novelty—Made in Brazil—English commentary—Astor
SWISS FAMILY ROBINSON—D-126m.—(TC; Panavision)—John Mills, Dorothy McGuire—4768 (11-9-60)—High rating adventure for family trade—Buena Vista
TEN WHO DARED—MD-92m.—(TC)—Brian Keith, John Beal—4756 (9-28-60)—Good adventure yarn—Buena Vista
THREE BLONDES IN HIS LIFE—MD-84m.—Jack Mahoney, Greta Thyssen—4803 (3-22-61)—Strictly for the duallers—Cinema Associates
WEDDINGS AND BABIES—D-81m.—Viveca Lindfors, John Myhers—4768 (11-9-60)—For art houses—Morris Engel
WILD YOUTH—MD-70m.—Robert Hutton, Carol Ohmart—4760 (10-12-60)—For the lower half—Cinema Associates
YOUNG ONE, THE—D-96m.—Zachary Scott, Bernie Hamilton, Key Meersman—4792 (2-8-61)—Interesting drama on sex and the south for adult audiences—Valiant

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ARGENTINE

END OF INNOCENCE—D-76m.—Elsa Daniel, Lautare Mura—4756 (9-28-60)—Okay for art and specialty spots—Titles—Kingsley Int.

ENGLISH

ANGRY SILENCE, THE—D-95m.—Richard Attenborough, Pier Angeli—4782 (1-11-61)—Well-made import on union activity—Valiant
DOUBLE BUNK—C-92m.—Ian Carmichael, Janette Scott—4851 (8-23-61)—Extremely funny situation comedy—Show Corp. of America
ENTERTAINER, THE—D-97m.—Sir Laurence Olivier, Brenda de Banzie—4759 (10-12-60)—Off-beat, interesting entry for art and specialty spots—Continental
FAST SET, THE—C-84m.—Agnes Laurent, Philippe Nicaud—4810 (4-19-61)—Strictly for the exploitation spots in censor-free areas—Dubbed in English—Audubon
FOLLOW A STAR—C-98m.—Norman Wisdom, June Laverick—4822 (5-17-61)—Slapstick comedy has its moments—Zenith-Int.
FOR MEMBERS ONLY—NOV-87m.—(TC)—Brian Cobby, Shelley Martin—4759 (10-12-60)—Sexploitation nudist film for fast buck spots—Union
FRENCH MISTRESS, A—C-98m.—Cecil Parker, Agnes Laurent—4782 (1-11-61)—Amusing Import—Films Around The World
LEAGUE OF GENTLEMEN—D-114m.—Jack Hawkins, Nigel Patrick—4799 (3-8-61)—Highly entertaining entry—Kingsley Int.
LEFT, RIGHT AND CENTER—C-95m.—Alastair Sim, Ian Carmichael, Patricia Bredin—4767 (11-9-60)—Good English satirical comedy for art, specialty spots—BCG
LONG, AND THE SHORT, AND THE TALL, THE—D-102m.—Richard Todd, Laurence Harvey, Richard Harris—4851 (8-23-61)——Okay English-Jap war meller—Continental
MAKE MINE MINK—C-99m.—Terry Thomas, Athene Seyler—4783 (1-11-61)—Mirth-making import—Continental
MAN IN THE MOON—C-98m.—Kenneth More, Shirley Ann Field—4839 (7-12-61)—Cute English comedy—Trans-Lux
ROYAL BALLET, THE—BALLET-131m.—(EC)—Margot Fonteyn, Michael Somes—4760 (10-12-60)—Exquisite ballet film for art spots—Lopert
SATURDAY NIGHT AND SUNDAY MORNING—D-90m.—Albert Finney, Rachel Roberts—4807 (4-5-61)—Highly interesting import—Continental
TUNES OF GLORY—106m.—(TC)—Alec Guinness, John Mills, Susannah York—4783 (1-11-61)—High rating drama for discriminating audiences—Lopert
TWO WAY STRETCH—C-87m.—Peter Sellers, Irene Handl—4796 (2-22-61)—Cute, amusing comedy—Show Corporation of America
WATCH YOUR STERN—C-88m.—Kenneth Connor, Joan Sims—4807 (4-5-61)—Cute comedy import—Magna Pictures

FILIPINO

CRY FREEDOM—MD-93m.—Pancho Magalone, Rosa Rosal—4815 (5-3-61)—Okay for program dualler, or specialized situations—Parallel

FINNISH

YOUNG LOVE—D-81m.—Peter Weckstrom, Tea Ista—4784 (1-11-61)—Interesting import for art spots—Dubbed in English—Film Representations

FRENCH

BELLES AND BALLET—Ballet-92m.—(EC)—Ballet De L'Etoile of Paris—4778 (12-21-60)—Ballet entry for art spots—Excelsior—
BREATHLESS—D-89m.—Jean Seberg, Jean-Paul Belmono—4795 (2-22-61)—"New Wave" import is for adults in art spots—English titles—Films Around The World
CHEATERS, THE—D-117m.—Pascale Petit, Andrea Parisy, Jacques Charrier—4842 (7-26-61)—Interesting tale of French teenagers—English titles—Continental
COME DANCE WITH ME—MD-91m.—(EC)—Brigitte Bardot, Henri Videl—4772 (11-23-60)—Cute BB entry for adults, art and specialty spots—English Titles—Kingsley—Int.
COW AND I, THE—C-98m.—Fernandel, Rene Havard—4839 (7-12-61)—Good humorous import—English titles—Zenith-Int.
DEVIL'S COMMANDMENT, THE—MD-73m.—Gianna Maria Canale, Carlo D'Angelo—4778 (12-21-60)—Horror meller passes time—Dubbed in English—RCIP
DOG, A MOUSE AND A SPUTNICK, A—C-85m.—Noel Noel, Denise Grey—4766 (11-9-60)—Fairly amusing comedy—Dubbed in English—Films Around The World
FRANTIC—D-90m.—Jeanne Moreau, Maurice Ronet—4839 (7-12-61)—Interesting psychological import—English titles—Times
GOOD GIRLS BEWARE—MD-76m.—Antonella Lualdi, Robert Hossein—4767 (11-9-60)—Sexy French gangster meller—Dubbed in English—Fanfare
JOKER, THE—C-86m.—Anouk Aimee, Jean-Pierre Cassel—4847 (8-9-61)—Fairly amusing bedroom farce for art spots—English titles—Lopert
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LOVE AND THE FRENCHWOMAN—COMP.-139m.—Martine Lambert, Annie Sinigalia, Martine Carol—4803 (3-22-61)—Entertaining import for art spots—Titles and narration—Kingsley-Int.
LOVE GAME, THE—D-88m.—Jean-Pierre Cassel, Genevieve Cluny—4767 (11-9-60)—Okay entry for art spots—English titles—Films Around The World
MARIE OCTOBRE—D-98m.—Danielle Darrieux, Bernard Blier—4763 (10-26-60)—Compelling import for art spots—English titles—Lopert
MODIGLIANI OF MONTPARNASSE—D-110m.—Gerard Philipe, Lilli Palmer—4806 (4-5-61)—Okay art house entry—English titles—Continental
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PICNIC ON THE GRASS—C-91m.—(EC)—Paul Meurise, Catherine Rouvel—4783 (1-11-61)—Amusing import for art spots—Titles—Kingsley-Union
RITUAL OF LOVE—DIC-73m.—(EC)—4756 (9-28-60)—Exploitable anthropological subject for artspots—English narration—Pacemaker
RUE DE PARIS—D-90m.—Jean Gabin, Marie-Jose Nat—4792 (2-8-61)—Good entry for art, specialty spots—English titles—Lopert
SIN AND DESIRE—D-77m.—Francoise Arnoul, Andre LeGall—4763 (10-26-60)—Import not of art house calibre—Dubbed in English—Atlantis
TRUTH, THE—D-127m.—Brigitte Bardot, Marie-Jose Nat, Saml Frey—4842 (7-26-61)—Lengthy Bardot import—English titles or dialogue—Kingsley-Int.

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HIPPODROME—MD-96m.—(C)—Gerhard Riedmann, Margit Nunke—4803 (3-22-61)—Good circus meller—Dubbed in English—Continental

RUSSIAN-ENGLISH

FATE OF A MAN—D-101m.—Sergei Bondarchuck—4851 (8-23-61)—Well-made war film for art houses—Russian-made; English titles; Lopert

IT HAPPENED IN BROAD DAYLIGHT—D-97m.—Henix Ruhmann, Gert Frobe—4767 (11-9-60)—Absorbing crime yarn—Dubbed in English—Continental
REST IS SILENCE, THE—D-106m.—Hardy Kruger, Ingrid Andree—4752 (9-14-60)—Interesting art house entry—Titles—Films Around The World
SPESSART INN, THE—C-99m.—(C)—Liselotte Pulver, Carlos Thompson—4807 (4-5-61)—Entertaining import—Titles—Casino
MAGDALENA—MD-82m.—Sabina Sesselman—4776 (12-7-60)—Fair, sex-ridden case history of a girl gone wrong—Dubbed in English—Buhawk

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GENERAL DELLA ROVERE—D-139m.—Vittorio de Sica, Hannas Messemer—4783 (1-11-61)—Well-made import of war-time intrigue—Titles—Continental
BIG DEAL ON MADONNA STREET, THE—C-91m.—Vittorio Gassman, Rossana Rory, Toto—4778 (12-21-60)—Highly entertaining comedy import—English titles—UMPO
HEAVEN ON EARTH—D-84m.—(EC)—Barbara Florian, Charles Fawcett—4763 (10-26-60)—Interesting tour of Rome with romantic dressing—Dubbed in English—JB Film Dist.
LA DOLCE VITA—D-175m.—Marcello Mastroianni, Anouk Aimee, Anita Ekberg—4815 (5-3-61)—Unpleasant but fascinating film depicting dissolute life of modern Roman upper crust—English titles—Astor
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